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Business Fundamentals - Entrepreneurship

2010

Business - Entrepreneurship - Business Case

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Business – Entrepreneurship

LAWRENCE KINLIN

SCHOOL OF BUSINESS

Memo to: Program Approval Committee

From: Ross Gowan, LKSB

Date: May 27, 2010

Subject: Prior Approvals

This proposal has been developed with input from Mary Pierce, Chair of the Lawrence Kinlin School of Business, and Dean David Belford, each of whom approved the proposal on May 10, 2010.

Deb Wilkin, Manager, Centre for Academic Excellence, then reviewed the proposal and recommended a very few minor enhancements.

The Lawrence Kinlin School of Business Advisory Committee received a summary of the proposal in the week of May 17, and voted via e-mail poll to approve the proposal. This committee will discuss the proposal more fully at their June 15 CAC meeting.

Program Proposal
Business - Entrepreneurship
Lawrence Kinlin School of Business

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Program Proposal

Business - Entrepreneurship

Lawrence Kinlin School of Business

A. Executive Summary

The Lawrence Kinlin School of Business (LKSB) has completed its research and is now requesting permission to seek Ministry approval to offer this one-year Ontario College Certificate program in Business - Entrepreneurship (BEN1). The BEN1 program currently exists as a Local Board Approved Certificate program, and now we are seeking permission to run this program as a MTCU-funded program.

1.0 Program Title: Business – Entrepreneurship

2.0 Program Description

This one-year undergraduate Ontario College Certificate program is designed to give students the practical knowledge and skills to begin and manage a small business venture. Students will develop a business plan to provide a head start in acquiring the capital needed to launch their business, and to carry them through the start-up phase of the entrepreneurial venture.

Graduates may immediately pursue their own business venture as a new start-up, as a franchisee/franchisor, or may purchase an existing business. They may instead begin their business career working in a small business and apply their entrepreneurial skills in various ways including sales, operations and management. The range of sectors for graduates will span retail, construction, music, real estate sales and property management, manufacturing, and agribusiness.

Graduates of the one-year certificate program may wish to continue their studies in the Business Diploma program to broaden their business knowledge, having already completed 9 of the 24 courses needed to graduate with a two-year diploma in Business.

3.0 Rationale

The Business - Entrepreneurship (BEN1) program was created as a Local Board Approved Certificate program in Spring 2008 on an interim basis, targeted primarily to prospective Second Career students. The intent at that time was to seek permission to offer the program as a funded Ontario College Certificate program.

The Lawrence Kinlin School of Business currently delivers a two-year diploma program in Business, one of Fanshawe's largest programs. The entire Business program curriculum would be useful to an entrepreneur wanting to operate a small business or start a new venture. However, many entrepreneurial-minded students are unwilling to invest two years to complete a diploma program, and are more likely willing to enroll in a one-year program. The BEN1 curriculum is designed with an entrepreneur in mind, and delivers only the practical knowledge and skills needed to begin and manage a small business venture.

Business - Entrepreneurship will attract students interested in a post-secondary program in entrepreneurship, but will particularly appeal to three target markets most interested in a condensed but comprehensive program in entrepreneurship: 1) adult learners ready to change careers or re-enter the workforce through self-employment, 2) students redirected from over-subscribed Fanshawe programs with an interest in business (e.g., Music Industry Arts), and 3) recent college graduates ready to launch a business related to their two- or three-year diploma, whether the diploma is in Automotive Service Technician, Accounting, or Culinary Management. It is this final group that presents the most immediate opportunity for Business - Entrepreneurship: an eight-month certificate is an ideal capstone program for any entrepreneurial-minded college graduate. When approved as a funded program, the current Business - Entrepreneurship listing on OCAS will be converted to reflect its new status as a funded program, and will be aggressively marketed to Fanshawe students and graduates. In the Fanshawe model, virtually all programs serve as feeder programs.

The majority of courses in the BEN1 program will be delivered on a blended basis, with both classroom and virtual delivery, through FANLive. The target is to have 40% of course hours delivered either blended or on-line.

Tuition rates for this one-year certificate program will be the same standard rates as for other full-time programs in the Lawrence Kinlin School of Business.

4.0 Proposed Start Date

The BEN1 program is proposed to begin in September 2011. This program is already listed on OCAS as a non-funded program. The BEN1 program can be marketed directly as an alternative program to those who have applied to a different Fanshawe program but are wait-listed or denied access. It will also be marketed to students graduating from other Fanshawe programs who may be interested in a capstone program.

5.0 Entrance Requirements

The entrance requirements for Business - Entrepreneurship mirror those of the diploma programs in the Lawrence Kinlin School of Business. These are:

OSSD with courses from the College (C), University (U), University/College (U/C), or Open (O) stream
WITH:

- Any Grade 12 English (C) or (U)

- Mathematics* ONE OF:

- Any Grade 12 Mathematics (C) or (U)

- Any Grade 11 Mathematics (C), (U), or (U/C)

(Note: a minimum final grade of 60 is required for any Grade 11 Mathematics course)

OR

Academic and Career Entrance Certificate (ACE)

OR

Ontario High School Equivalency Certificate (GED) AND:

- Mathematics* ONE OF:

- Any Grade 12 Mathematics (C) or (U)

- Any Grade 11 Mathematics (C), (U), or (U/C)

(Note: a minimum final grade of 60 is required for any Grade 11 Mathematics course)

OR

Mature Applicant with standing in the required courses and based upon their degree of interest in starting a small business.

6.0 Expected Enrolment

We are expecting enrolment of 15-20 students to begin the BEN1 program in September 2011, with students placed in BUS1 classes and not in a separate section. Until enrollment numbers justify expansion, there will be only a September intake. Because all except two courses in the curriculum are already offered as credits in the two-year Business diploma program, the college can afford to run this program with low enrolment for the first year or two as it becomes better known and the listing on OCAS is updated to improve its visibility. Within two years the program will allow for one full section of approximately 40 students.

B. Labour Market / Applicant Summary

1.0 Introduction

Several of the courses in the two-year Business (BUS1) diploma program have an entrepreneurial or small business management focus, and these have been quite popular as mandatory and elective courses with the diploma students. This interest by students has prompted the LKSB to develop the BEN1 program as a stand-alone certificate program, and to bolster the entrepreneurship training and skills beyond the level currently available in the Business diploma program.

Other colleges also deliver programs similar in scope to the proposed BEN1 curriculum, as discussed below.

2.0 Enrolment in Similar Programs

Several Ontario colleges offer and deliver a one-year certificate program in Small Business Management or Business Entrepreneurship, but most are Graduate Certificate programs. Only one college (Mohawk) offered an Ontario College Certificate program similar to BEN1 in 2009 (Table 1 below, Ministry of Training, Colleges and Universities). In 2009 Mohawk College reported 76 students enrolled, with 86 as their average enrollment over the most recent five years. Confederation College began offering a similar program in 2005, but discontinued that program in 2008 having had very low enrolment. Mohawk appears to have a healthy program.

Table 1 Business - Entrepreneurship - MTCU 40231

	2005	2006	2007	2008	2009
Confederation					
Applications	24	14	61	52	n/a
Enrolments	n/a	n/a	12	13	n/a
Graduate Employment Rate	-	-	-	-	-
Graduation Rate	-	-	-	-	-
Mohawk					
Applications	n/a	256	273	262	241
Enrolments	93	88	79	95	76
Graduate Employment Rate	-	-	-	-	-
Graduation Rate	-	-	53%	40%	-

The London Small Business Centre does an excellent job of delivering workshops and seminars for entrepreneurs who either are eager to begin a new venture or are operating their own small business venture and need to hone their skills. The Small Business Centre (SBC) also provides ready access to support services for their clients. While this program is highly successful and well established in the London area, and Business Development Centres in St. Thomas and other communities deliver similar programs, Fanshawe will work closely with these organizations to build synergy. Fanshawe and the Small Business Centres tend to cater to differing markets, although the introduction of the BEN1 program at Fanshawe will provide an opportunity for the institutions to work more closely together. For

some Small Business Centre clients, the workshops/seminars whet their appetites for more comprehensive training, hopefully leading them to the BEN1 program at Fanshawe. Students in the BEN1 program will be exposed to the Small Business Centre facilities and services, and encouraged to seek the ongoing support for which the SBCs are well recognized. All parties will gain from this closer working relationship. Discussions have already begun between the London Small Business Centre and the LKSB to build bridges that will benefit the clients of both organizations.

3.0 Labour Market Research

According to the Statistics Canada January 2010 Labour Survey, approximately 16 percent of Canadian workers are self-employed, with self-employment proving to be relatively recession resistant. Graduates of the Business - Entrepreneurship program will be well prepared to join this significant segment of the Canadian economy, either launching their own business or seeking employment in a small business. Graduates' prior education, experience, and resources would determine the type and size of the business they launch or join. Small business is often cited as the most resilient and fastest growing sector within Ontario's economy, cutting across virtually all industrial sectors.

Due to the nature of self-employment and the pervasiveness of small business in Ontario's economy, traditional labour market studies may not be helpful or necessary to establish the relevance of post-secondary-level entrepreneurial skills and training. Many graduates will expect to create their own employment opportunities, whether directly upon graduation or soon thereafter. As stated earlier, we expect that the Business - Entrepreneurship program will be the capstone that ties together the various other credentials and skills that many graduates will have acquired.

A sampling of job postings is attached, beginning at page H-1. Students will enter the BEN1 program with knowledge and skills in various industries, dependent upon their experience and academic credentials. The BEN1 program will add the highly sought entrepreneurship and small business management skills. Therefore, graduates will qualify for a very broad range of range of job opportunities. Some graduates will return to work in businesses operated by their families in various industries.

The Employment Profile 2007/8 (page B-4), published by MTCU, shows the average earnings for full-time employed graduates of Mohawk's and Confederation's Small Business Certificate programs at \$34,914, with 60% of grads employed full-time. This statistic is approximately \$2,500 higher than the average earnings for the entire Small Business cluster, which includes two- and three-year diploma programs.

In the same profile, the top five occupational categories were retail and sales clerks (17.0%) and general office clerks (11.4%). The top five industries of employment in this profile are food services and drinking places (14.8%), federal government public administration (8.0%), electronics and appliance stores (6.8%), specialty trade contractors (6.8%), and clothing and clothing accessories stores (5.7%). These statistics are based on 131 graduates reporting from the Small Business cluster, representing 63.9% of total graduates.

4.0 The C.E. (Certified Entrepreneur) Professional Designation

Fanshawe College is recognized already as a partner institution by the Canadian Institute of Entrepreneurship (C.I.E.) for entrepreneurship courses taken in the BUS1 diploma program. These same courses are included in the curriculum of the proposed BEN1 program, so graduates of the BEN1 program will enjoy similar status with the C.I.E.

The BEN1 curriculum allows graduates to receive eight of the nine course credits needed toward their CE (Certified Entrepreneur) designation from the C.I.E. The ninth credit, Business Marketing II, is available to students enrolled in the two-year Business diploma program, or through Fanshawe Continuing Education. We have requested that the C.I.E. grant the full 9 credits to graduates of the Business - Entrepreneurship program, and await their response.

Small Business

Total Graduates:	205	Total Graduates in Survey:	131	Response Rate:	63.9%
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Programs in Small Business

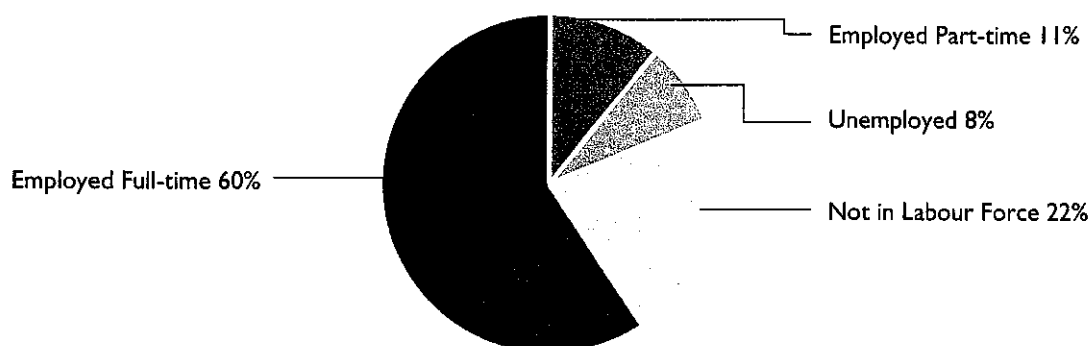
Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Business Administration – Small Business Management	3 Years	19	15	10	Canadore, La Cité
Small Business	1 Year	36	23	17	Confederation, Mohawk
Small Business Administration	Post Diploma	7	5	5	George Brown
Small Business Management	2 Years	143	88	70	Algonquin, Canadore

Summary of Survey Data

	Program Cluster	All Programs
Survey Population	131	40,388
Labour Force Participation	78%	76%
Employment Rate^a	90%	89%
Employed Part-time ^a	14%	14%
Employed Full-time ^a	76%	75%
Average Annual Earnings – Total	\$32,286	\$33,352
Average Annual Earnings – Female	\$32,021	\$32,047
Average Annual Earnings – Male	\$32,465	\$34,825
Graduate Satisfaction	82%	83%
Employer Satisfaction	100%	93%

a. As a percentage of graduates in the labour force.

Graduate Outcomes for Program Cluster (as a percentage of all respondents)

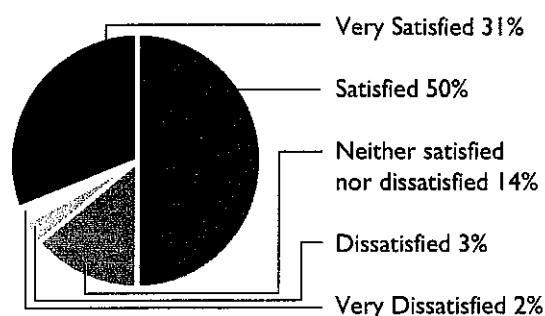


Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Business Administration – Small Business Management	–	\$46,596	–	\$45,000	\$42,469	\$40,000
Small Business	–	\$30,631	–	\$27,114	\$34,914	\$31,057
Small Business Administration	–	–	–	–	–	–
Small Business Management	\$28,327	\$28,926	\$28,000	\$28,600	\$28,678	\$28,000
All Programs in Cluster	\$32,021	\$32,465	\$30,000	\$30,000	\$32,286	\$30,000

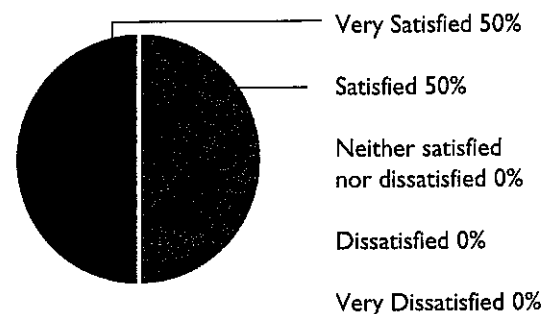
Program Cluster Satisfaction

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation:*



* 119 graduates participated in this question.

Employer Satisfaction with employee overall college preparation for the type of work he/she was doing:*



* 12 employers participated in this survey.

Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Business Administration – Small Business Management	9	60.0	1	6.7	–	–	–	–	–	–	5	33.3
Small Business	6	26.1	8	34.8	–	–	–	–	3	13.0	6	26.1
Small Business Administration	3	60.0	1	20.0	1	20.0	–	–	–	–	–	–
Small Business Management	32	36.4	18	20.5	5	5.7	8	9.1	7	8.0	18	20.5
All Programs in Cluster	50	38.2	28	21.4	6	4.6	8	6.1	10	7.6	29	22.1

Top Five Industries of Employment

	#	%
Food Services and Drinking Places	13	14.8%
Federal Government Public Administration	7	8.0%
Electronics and Appliance Stores	6	6.8%
Specialty Trade Contractors	6	6.8%
Clothing and Clothing Accessories Stores	5	5.7%

Top Five Occupational Categories

	#	%
Retail Salespersons and Sales Clerks	15	17.0%
General Office Clerks	10	11.4%
Various* (each at this participation level)	3	3.4%

* Administrative Officers; Cooks; Customer Service, Information and Related Clerks; Food and Beverage Servers; Retail Trade Managers; Sales, Marketing and Advertising Managers.

Program Cluster Historical Data

	98-99 Grads	99-00 Grads	00-01 Grads	01-02 Grads	02-03 Grads	03-04 Grads	04-05 Grads	05-06 Grads	06-07 Grads	07-08 Grads
Percentage Employed	80.5%	85.3%	93.3%	94.1%	90.0%	92.7%	89.6%	93.0%	95.5%	90.2%
Percentage Employed Full-time	71.3%	70.6%	80.0%	82.4%	82.5%	78.2%	85.1%	84.9%	86.4%	76.5%
Percentage Employed Full-time Related Jobs	39.1%	39.7%	53.3%	61.8%	55.0%	43.6%	50.7%	59.3%	50.0%	49.0%
Average Annual Salary Full-time Related Jobs	\$26,538	\$26,700	\$27,480	\$25,533	\$26,221	\$31,735	\$29,357	\$33,495	\$30,472	\$33,436

C. Summary of Focus Group and Advisory Committee Meetings

An **External Focus Group meeting** was held on December 2, 2009 (see minutes page C-3). The committee strongly endorsed the conversion of the BEN1 program to a funded program as an Ontario College Certificate program. This group recommended that the new program be developed using the learning outcomes and curriculum already approved as a Local Certificate program.

On April 26, 2010 a **Program Advisory Committee** met to consider the more detailed Business – Entrepreneurship program proposal (see minutes page C-17). This committee endorsed the more detailed proposal with learning outcomes and curriculum.



External Focus Group Minutes

Business Administration – Leadership and Management

(Ontario College Advanced Diploma)

Business - Entrepreneurship

(Ontario College Certificate)

Wednesday, December 2, 2009

Room B-2025

5:00 – 8:00 p.m.

In Attendance: Cindy Barron, Zed Air Heating & Air Conditioning Inc.; Wayne Gowanlock, EdCom Multimedia; Jeff McHardy, London City Chrysler; Matt McHardy, London City Chrysler; Marty Meadows, CarProof Vehicle History Reports; Sig Pedde, Helix Courier; Allan Simm, Canadian Youth Business Foundation; Reinhard Simonis, Simtech Supply Chain Management Ltd.; Clyde Walton, The Toy Shoppe of London

Fanshawe Attendees: Scott Dart, Professor; Albert Knab, Professor; Dee Morrissey, Program Manager; Mary Pierce, Chair; Al Riddell, Professor; Otte Rosenkrantz, Curriculum Consultant; John Trembley, Professor; Alison Wiseman, Program Coordinator

1. Welcome and Introductions

Mary Pierce, Chair of the Lawrence Kinlin School of Business, welcomed focus group members to the meeting. Mary stated that the goal of the focus group meeting was to gather input from industry on two programs under consideration: Business Administration – Leadership and Management (working title) and Business – Entrepreneurship. Focus group members and Fanshawe representatives introduced themselves. Mary noted that there were several Fanshawe alumni in the group, as well as several employers of Fanshawe graduates.

2. Process Overview

Otte Rosenkrantz, Curriculum Consultant and Focus Group Facilitator, explained that while faculty generate new program ideas, the new program development process really starts here, with the industry focus group. Industry is consulted throughout the process, but initial questions are asked at the Focus Group to ensure there is a need for the program: What is the need for

graduates in this field? Would you hire graduates of this program? What would graduates need as far as vocational skills and essential employability skills? If industry confirms a need for the program, the new program development process continues, with faculty developing curriculum and continuing to consult with industry.

3. Business Administration – Leadership and Management

Alison Wiseman, Program Coordinator of the Business diploma program, presented an overview of Fanshawe's current two-year Business program and the proposed third year. (PowerPoint presentation attached in Appendix A.) Alison began by listing and defining the various credentials offered by Ontario's Community Colleges. Business Administration diplomas are advanced (three-year) diplomas; the proposed program would be an optional third year (two semesters) that would be completed upon graduation from the existing two-year diploma program. (Business program graduates would have up to seven years to complete the advanced diploma.) The working program title is Business Administration – Leadership and Management.

Alison then provided a quick overview of the existing two-year (four semesters) program. The Business program is the fifth largest program at Fanshawe College after just five years, with 429 students Fall 09; all four levels of the program are offered simultaneously so that during any given semester there are students are registered in each program level. The Business program is the only program in the Lawrence Kinlin School of Business that includes business electives. Alison identified three general categories of students registered in the Business program: students interested in entrepreneurship, students interested in management, and students intending to pursue a degree upon graduation. Alison outlined how the proposed third year could serve all three student groups: development of advanced leadership and managerial skills, possible alignment with Canadian Institute of Management (CIM), inclusion of ethical and sustainable business practices, and enhanced university degree completion opportunities. (Advanced diploma programs are more likely to be included in articulation agreements with domestic and international universities; for example, Fanshawe's articulation agreement with Nipissing University is currently open to graduates of the advanced diploma programs, but would be expanded to include graduates of any other advanced diploma programs.)

As in the third year of the other two advanced diplomas, the third year of the business diploma would be a laptop program, incorporating laptop use into the curriculum. Other curriculum options that could be incorporated into an advanced business diploma include the Community Consultants program (student consultants working with community clients) and the Strategic Policy and Planning course (third-year business students integrated with third-year accounting and marketing students).

The Lawrence Kinlin School of Business currently offers two advanced diplomas in marketing and accounting, with student registering first in the two-year accounting or marketing program, then transferring into the advanced diploma for the final year. Based on the enrolment rate from the two-year programs (comparable in size to the two-year Business program) the expected

enrolment for the advanced diploma is 45 students. Demand seems to exist for an advanced business diploma; of the 12 community colleges in Southern Ontario, only three do not offer an advanced business diploma.

Alison distributed a handout showing the 2010/2011 program curriculum for the existing two-year program (Appendix B). The handout indicated required courses and elective courses in small business entrepreneurship, management, accounting, marketing, and human resources. Among the Business Electives, specific courses are recommended for university transfer.

All funded programs in the community college system have vocational learning outcomes that are approved by the Ministry of Training, Colleges and Universities. Widely offered programs such as Fanshawe's existing two-year business program and the proposed third year have standard outcomes that apply to all programs. Alison distributed two handouts showing the vocational learning outcomes for both the two-year Business diploma and the proposed advanced diploma program (Appendices C and D). The programs have very similar outcomes, with the advanced diploma substituting the "management" for "operation" and including four additional outcomes that focus on higher-level learning in several areas, including leadership and management.

Is there a need for the program?

A summary of the discussion of the above question is provided below:

- Focus group members agreed that leadership and management are two different but related concepts and that there is a difference between leaders and managers; for example, entrepreneurs are often good leaders, but may not be good managers.
- The advanced diploma (addition of a third year) would allow for the development of advanced skills in management and leadership.
- Self-assessment is an important component to include in the third year.
- Students need exposure to business to allow for practical application of classroom instruction (e.g., mentorship, job shadowing, field placement).
- Focus group members discussed job opportunities for graduates (e.g., management trainees) and suggested that the program manage student expectations upon graduation (starting salary and position).

Focus group members unanimously agreed on the need for Fanshawe to offer an advanced diploma focused on leadership and management. Most members prefer to include both leadership and management in the program title because of the difference in meaning.

What skills and knowledge would graduates need?

Focus group members generated a list of skills and knowledge that graduates would need. (See Appendix E.)

What role is there for mentorship, co-op, or a field placement?

Mary Pierce explained that in addition to mentorship, co-op and field placement, other options for experiential learning include live client projects, Community Consultancy, and internship. While a traditional co-op must be a paid position, a mentorship, field placement or internship can be either paid or unpaid. Focus groups supported providing students with business experience through any of the above methods, suggesting that students be given the opportunity to operate an on-campus business if possible. Some focus group members commented on the challenges of unpaid internships from the perspective of business, preferring the one day/week field placement. In-depth case studies were also suggested as a good addition to an experiential learning model. It was also suggested that to develop students' leadership skills, students be involved in a leadership opportunity outside of the College (e.g., chairing a committee for City of London).

Focus group members agreed that the CIM designation was an appropriate credential to be linked to the advanced diploma program. (Additional designations could be added to the handout provided.)

Mary Pierce concluded the discussion of the proposed advanced diploma. Next steps require faculty to develop a proposed curriculum based on focus group input and present the proposed curriculum to the focus group, which would now be called the Program Advisory Committee.

4. Business – Entrepreneurship

Mary Pierce and Alison Wiseman explained that the Business-Entrepreneurship program, which was approved as an “unfunded” local certificate in 2009 for the Second Career initiative, is ready to now go forward as a funded program. With Focus Group approval, Fanshawe will seek approval from the Ministry of Training, Colleges and Universities.

The two-semester (eight-month) program includes introductory level entrepreneurship courses. It is intended for students who want to plan and launch a new business and would be suitable as a stand-alone program or as an “add-on” to another program (e.g., a graduate of the Landscape Design program could complete the entrepreneurship program before launching a landscape business). Because all but one course is already running, the program is low risk and can be offered with a very low enrolment; however, it is anticipated that the program will prove popular both as a stand-alone program and as a complement to non-business programs. The program is aligned with the Canadian Institute of Entrepreneurship and leads to the CE (Certified Entrepreneur) designation. Alison presented the already approved program learning outcomes and the proposed curriculum. (See PowerPoint presentation in Appendix F.)

Is there a need for the program?

Focus group members re-confirmed the need for the Business-Entrepreneurship program

What skills and knowledge would graduates need?

Focus group members agreed with the curriculum that was developed based on the original focus group input.

What role is there for mentorship, co-op, or a field placement?

Although the Business-Entrepreneurship program is only two semesters in length, some focus group members supported the inclusion of a mentorship or field placement.

5. Closing

Otte and Mary thanked focus group members for their input. Given their support for both programs, focus group members will be invited back to review the final curriculum for both programs as members of the Program Advisory Committee.

Appendix A
Business Administration – Leadership and Management
PowerPoint Presentation

Business Administration
Leadership & Management
Advanced Diploma

Credential Clarification

- Local board approved Certificate
- Ontario College Certificate
- Ontario College Diploma (2-year)
- Ontario College Advanced Diploma (3-year)
- Ontario College Graduate Certificate

Business Administration

- Additional third year (two terms) to follow the two-year Business Diploma Program
- Working Title: Business Administration – Leadership and Management



Overview of Business Program

- Two-year (4 semesters offered continuously)
- Large program - 429 students in F09
- Main groups of students:
 - Small Business (own or family)
 - General Management in larger organization
 - Working toward university

Business Administration

- BUS1 students are looking for other paths upon completion of their diploma
- More time to mature
- More exposure, depth or preparation for their career
- More transferable courses to university

Business Administration

- Expand opportunities for students:
 - Advanced managerial skills
 - Align with Canadian Institute of Management (CIM Designation)
 - Ethical and sustainable business practices
 - University degree completion



Business Administration

- Working alongside other Business Administration Programs in LKSB
 - Enrollments 429 students – expect class of 45
 - Common Courses
 - e.g., Community Consultants
 - Strategic Policy & Planning
 - Nipissing Agreement



Business Administration

- Western Region: Fanshawe, Conestoga, Mohawk, Niagara, Lambton, St. Clair
- Central Region: Centennial, George Brown, Georgian, Humber, Seneca, Sheridan
- Of these 12, only Fanshawe, St. Clair and Sheridan do not (at the moment) have a Business Administration (Management) Advanced Diploma Program.



Business Administration Program Learning Outcomes

Business Program (15 outcomes)
Business Administration Program (19 outcomes)

The vocational learning outcomes of a business administration program build upon the vocational learning outcomes of a two-year business program.

The main differences are underlined or marked *.



Business Administration Courses ?

Level 1



Business Administration Courses?

Level 2



Appendix B
Business Diploma Curriculum
2010/2011

Business-2010/2011

Level 1		Credits
Take all of the following Mandatory Courses:		
ACCT-1004	Principles of Accounting 1	4.00
MATH-1052	Business Math	3.00
BUSI-1060	Strategies for Success	1.00
WRIT-1032	Reason & Writing - Business 1	3.00
MKTG-1012	Principles of Marketing I	3.00
BUSI-1005	Introduction to Business Processes	3.00

Level 2		Credits
Gen Ed - Take a 3 credit General Education elective course		
Take all of the following Mandatory Courses:		
COMM-3020	Professional Communication	3.00
COMP-3077	Excel for Business-Adv	3.00
FINA-1037	Taxation	3.00
MATH-1175	Financial Math	3.00
BUSI-1099	Customer Relations	3.00

Level 3		Credits
Take all of the following Mandatory Courses:		
ECON-1019	Contemporary Issues in Economics	3.00
FINA-1031	Financial Management Applications	3.00
LAWS-3018	Ethics and Law	3.00

Level 4		Credits
Take all of the following Mandatory Courses:		
MGMT-3005	Strategic HR Management	3.00
BUSI-1070	Small Business Ownership	3.00
BUSI-1068	Effective Meetings & Presentations	3.00

Electives

Take 6 of the following courses:

ACCT-1011	Principles of Accounting II	5.00
ACCT-1015	Management Accounting	3.00
ACCT-1068	Introduction to Payroll	3.00
ACCT-1069	Quickbooks	3.00
BUSI-1071	The Business of Real Estate	3.00
BUSI-1092	The Greening of Business	3.00
BUSI-3004	Critical Thinking	3.00
BUSI-3013	Small Business Entrepreneurship	3.00
BUSI-3014	Small Business Simulation	3.00
BUSI-3022	Foreign Exchange Peer Project	2.00
BUSI-3023	Foreign Exchange Language Studies	3.00
BUSI-3027	Effective Leadership	3.00
BUSI-3028	International Business	3.00
COMP-1389	Business Web Design	3.00
COMP-3054	Desktop Publishing	3.00
ECON-1002	Economics I	3.00
ECON-1005	Economics II	3.00
FDMG-1039	Dining for Professional Success	3.00
FINA-1004	Finance I	3.00
INSR-1001	Fundamentals of Insurance	4.00
MATH-1080	Statistics for Marketing	3.00
MGMT-3041	Organizational Behaviour	3.00
MGMT-3011	Project Management	3.00
MGMT-3021	Ethical Issues in Business	3.00
MGMT-3053	Supervisory Management	3.00
MGMT-3054	Retail Management	3.00
MKTG-1028	Secondary Market Research	3.00
MKTG-3007	Selling Fundamentals	4.00
MKTG-3022	Graphic Design	3.00
PRCH-1007	Buying-Intro	3.00
PRCH-3015	Operations Management	3.00

Gen Ed - Electives

Take 3 General Education Credits - Normally taken in Level 4

Appendix C
Vocational Learning Outcomes – Business

**Synopsis of the Vocational Learning Outcomes
Business Programs**

The graduate has reliably demonstrated the ability to

1. communicate business-related information persuasively and accurately in oral, written, and graphic formats.
2. work in a manner consistent with law and professional standards, practices, and protocols.
3. develop customer-service strategies to meet the needs of internal and external customers.
4. apply knowledge of the human resources function to the operation of an organization.
5. apply knowledge of the marketing function to the operation of an organization.
6. apply accounting and financial knowledge to the operation of an organization.
7. apply knowledge of operations management to the operation of an organization.
8. apply computer skills and knowledge of information technology to support the management of an organization.
9. take into account the interrelationship among the functional areas of a business.
10. work effectively with co-workers, supervisors, and others.
11. apply research skills to gather and interpret available information.
12. apply creative problem-solving skills to address business problems and opportunities.
13. develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities.
14. apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.
15. recognize the economic, social, political, and cultural variables which impact on a business.

Appendix D
Vocational Learning Outcomes – Business Administration

Synopsis of the Vocational Learning Outcomes
Business Administration Programs

The graduate has reliably demonstrated the ability to

1. communicate business-related information persuasively and accurately in oral, written, and graphic formats.
2. work in a manner consistent with law and professional standards, practices, and protocols.
3. develop customer-service strategies to meet the needs of internal and external customers.
4. apply strategies to creatively organize, lead, and assume the risks of an organization.
5. apply knowledge of the human resources function to the management of an organization.
6. apply knowledge of the marketing function to the management of an organization.
7. apply accounting and financial knowledge to the management of an organization.
8. apply knowledge of operations management to the management of an organization.
9. apply computer skills and knowledge of information technology to support the management of an organization.
10. take into account the interrelationship among the functional areas of a business.
11. work effectively with co-workers, supervisors, and others.
12. apply research skills to gather, interpret, analyze, and evaluate data from primary and secondary sources.
13. apply creative problem-solving skills to address business problems and opportunities.
14. develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities.
15. apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.
16. take into account the impact of the economic, social, political, and cultural variables which affect a business operation.
17. apply leadership and management knowledge and skills to assist in the planning, directing, and controlling of an organization.
18. plan, prepare, and deliver a variety of presentations.
19. develop a business plan in collaboration with others.

Appendix E
Business Administration – Leadership and Management
Skills and Knowledge

(Number in parentheses indicates how many focus group members identified the skill or knowledge)

Communication (3)

Public Speaking Skills, Presentation Skills, Oral/Verbal Communication Skills (6)

Written Communication Skills (3)

Active Listening (1)

Effective/Persuasive/Results-Based Communication (3)

Relating to and Communicating with Staff (1)

Meeting Facilitation (1)

How to Work Independently (1)

How to Work in a Team (2)

Team Leadership (1)

Psychology (e.g., hierarchy of needs) (1)

Organizational Behaviour (1)

Delegation (2)

Negotiation Skills (1)

Conflict Resolution (2)

Motivation/Inspiration Skills (4)

Performance Management (e.g., recognize and build on strengths) (3)

Strategic Planning (3)

Critical Thinking/Problem Solving (6)

Conceptual Thinking (1)

Independent Thinking (1)

Self Awareness (ability to understand strengths and weaknesses) (1)

Flexibility (1)

Workplace Etiquette (2)

“Show up on time” (1)

Time Management (4)

Organizational Skills (1)

Project Management (3)

Dealing with Change (1)

Total Quality Management (2)

Customer Service (3)

Ethical and Social Responsibility (1)

Budget and Statement Analysis (2)

Read and Interpret Financial/Sales Reports (1)

Developing Budgets (2)

Cash Flow Management (1)

ROI Calculations (2)

Understanding Margins (1)

Financial Management (2)

How Finance and Banking Affect Business (2)

Computer/Software Applications (1)

Market Conditions/Trends in Industry (1)

Labour Relations Law (1)

Marketing Management, Marketing, Sales (product or service) (4)

Operations Management (3)

Miscellaneous Comments

“You are not going to run the company”

“You are not going to make 40K/year”

Appendix F

Business – Entrepreneurship

PowerPoint

Entrepreneurship Certificate

Entrepreneurship Certificate Background

- Two-semester Certificate Program
- Now at Second Step of the process
(1st step – received approval for a Local Board Certificate for Second Career Students)

2nd step – requesting Ministry approval for a funded Ontario College Certificate (OSAP eligible)



Entrepreneurship Certificate Background

- To provide a path for students who have already made the decision to start their own small business
 - might already be graduates of another college program
 - might wish to take specific business courses to prepare them to start their own business



Entrepreneurship Certificate

- Alignment with Canadian Institute of Entrepreneurship - Certified Entrepreneur Designation (CE)
 - Certified Entrepreneur Designation



Entrepreneurship Certificate Program Learning Outcomes

- 1) Complete and defend a comprehensive business plan for a new venture
- 2) Apply creative problem-solving and decision making skills to address business problems and opportunities related to planning a new venture.
- 3) Apply research skills to gather and interpret information related to planning, launching and effectively managing a new venture



Entrepreneurship Certificate Program Learning Outcomes

- 4) Apply knowledge of supervisory management, marketing, operations, accounting and financial management to the operation of the small business.
- 5) Develop strategies for personal and professional development to enhance work performance, and maximize small business opportunities
- 6) Apply computer skills and knowledge of information technology to effectively manage the small business.



Entrepreneurship Certificate Program Learning Outcomes

7) Communicate business-related information persuasively and accurately in oral, written, and graphic formats

8) Work in a manner consistent with legal requirements for small business



Entrepreneurship Certificate

- Use of existing courses with the exception of one new course:

BUSI-3026 Business Planning Workshop



Entrepreneurship Certificate Courses

Level 1

BUSI-1070 – Small Business Ownership
FINA-1031 – Financial Management Applications
FINA-1037 – Taxation
COMP-1332 – Information Management
MGMT-3053 – Supervisory Management
COMM-1023 – Business Communication



Entrepreneurship Certificate Courses

Level 2

BUSI-3013 – Small Business Entrepreneurship
BUSI-3026 – Business Planning Workshop
MKTG-3007 – Selling Fundamentals
LAWS-3018 – Ethics and Law
ACCT-1069 – QuickBooks
COMP-1389 – Web Design

Program Advisory Committee Meeting Minutes

Business Administration – Leadership and Management

(Ontario College Advanced Diploma)

Business – Entrepreneurship

(Ontario College Certificate)

Monday, April 26, 2010

Room B-2015

5:00 – 8:00 p.m.

In attendance: Ross Gowan, Program Coordinator; Wayne Gowanlock, Edcom; Albert Knab, Professor; Nancy Kopriva, Small Business Centre; Jeff McHardy, London City Chrysler; Dee Morrissey, Program Manager; Sieg Pedde, Helix Courier; Mary Pierce, Chair; Albert Riddell, Professor; Otte Rosenkrantz, Curriculum Consultant; Allan Simm, Canadian Youth Business Foundation (BEN discussion only); John Trembley, Professor; Clyde Walton, The Toy Shoppe of London (BAL discussion only); Alison Wiseman, Program Coordinator

1. Welcome and Introductions – Mary Pierce, Chair, Lawrence Kinlin School of Business
Mary Pierce welcomed all committee members in attendance, noting that many members had participated in the November Focus Group meeting as well as earlier meetings on the Business – Entrepreneurship program. Mary stated that the purpose of the Program Advisory Committee meeting was to review the draft curriculum of the Business Administration – Leadership and Management diploma and the Business – Entrepreneurship certificate, which is the next step in Fanshawe's program development process.
2. Process Overview – Otte Rosenkrantz, Curriculum Consultant
 - a. New Program Development Approval Process
 - b. Meeting Goals: Review of Credential Validation Service (CVS) Applications
Otte Rosenkrantz provided an overview of Fanshawe's program approval process. After the initial Focus Group, the Program Advisory Committee is required to review the Credential Validation Service (CVS) application. (See Attachment A and Attachment B.) The CVS application includes all program information, including program standards, a program description, program curriculum, and course descriptions. The Program Advisory Committee provides input on the application, comparing the program curriculum to the learning outcomes suggested by the Focus Group. The CVS application is tweaked as necessary based on Program Advisory Committee input and then submitted, along with additional supporting material, to the internal Program Approval

Committee for review. Once approved by the Program Approval Committee, the application is submitted to the Credential Validation Service for review and approval. After CVS approval, the Senior Vice President Academic Services presents the programs to the Board of Governors for approval. The process concludes with Fanshawe requesting funding approval from the Ministry of Training, Colleges and Universities. When funding is approved, the College can advertise and launch a program.

Business – Entrepreneurship – Alison Wiseman and Ross Gowan, Program Coordinators
Alison Wiseman provided an overview of the Business – Entrepreneurship (BEN) program. (See Attachment C for PowerPoint slides.) BEN is a two-semester certificate program that has received prior approval as an unfunded program, meaning students pay the full cost of the program. The unfunded program was fast-tracked for Fall 2009, primarily for Second Career students; however, it was Fanshawe's intention to proceed with the full program approval process and apply for MTCU funding as soon as possible. MTCU funding substantially reduces tuition and makes the program OSAP-eligible. The intended launch is Fall 2011.

3. CVS Application, Appendix A: Program Maps

- a. Program Vocational Learning Outcomes
- b. Essential Employability Skills Outcomes

Alison reviewed Appendix A: Program Maps, which lists the program vocational learning outcomes and Essential Employability Skills along with references to specific courses. In Form 1, the left column lists MTCU-approved outcomes for a comparable small business program. The middle column shows additional program outcomes proposed for Fanshawe's certificate. The right column shows specific courses in Fanshawe's proposed program, providing a "map" from outcomes to courses. Similarly, in Form 2, the Essential Employability Skills outcomes are mapped to specific courses in the proposed program. (MTCU requires that a program, in its entirety, addresses all Essential Employability Skills.)

4. CVS Application, Appendix B: Program Description

Alison reviewed the program description (Attachment A), emphasizing that the program is intended to "provide a path for students who have already made the decision to start their own small business." Registrants may be transfers from or graduates of other college programs, or be direct from secondary school; however, all will have an entrepreneurial bent. The program vocational learning outcomes are a combination of the MTC approved outcomes and the additional outcomes required for Fanshawe's program. These outcomes are the basis of the curriculum development for the program.

Admission requirements are identical to those in place for other diploma programs.

5. CVS Application, Appendix C: Program Curriculum

Alison directed committee members to the handout showing the full program curriculum on a single page. (Attachment D). Of all the program courses, only two are not already offered in

the Business diploma program, and only one is a new course requiring development. Appendix C lists each of the program courses and includes a short course description of each course. BUSI-3026, Business Planning Workshop, serves as a capstone course in which students work independently, with professor and mentor feedback, to fine-tune their business plan.

Discussion

- Alison explained that the CVS application requires that new programs be mapped to the most comparable approved program standard, even if new vocational learning outcomes are being proposed. For Fanshawe's Business-Entrepreneurship program, the comparison program standard was approved 20 years ago (for a program not offered by Fanshawe College) and contains 18 outcomes. Fanshawe proposes that there is a case for a more current standard with fewer outcomes. The CVS mapping shows how the proposed outcomes compare with the approved outcomes and how the proposed curriculum meets those proposed outcomes.
- Committee members questioned whether there was adequate marketing content in the curriculum. Alison and other faculty clarified that, in addition to MKTG-3007, Selling Fundamentals, marketing and sales are included in Small Business Ownership (Semester 1), Small Business Entrepreneurship (Semester 2), as well as in Business Planning Workshop, the capstone course which requires that students conduct market research and complete a competitive analysis. The committee was satisfied with this explanation, and Alison committed to reviewing course outlines and learning outcomes to ensure marketing and sales are given adequate focus.

The Program Advisory Committee approved the CVS application for Business – Entrepreneurship.

Business Administration – Leadership and Management – Alison Wiseman and Ross Gowan, Program Coordinators

Alison provided an overview of the Business Administration – Leadership and Management (BAL) program. (See Attachment C.) BAL is an optional third year for graduates of two-year diploma programs, which would be reflected on students' transcripts as an advanced diploma. Students would apply for entry to BAL after graduating from the Business program, or from other two-year business programs (e.g., Business – Insurance and Business – Purchasing), provided they had taken the required courses. The program will provide all the required education credits towards the Canadian Institute of Management (CIM) designation and will position students to take advantage of university degree completion opportunities, including the on-site Nipissing University Bachelor of Commerce agreement. The intended launch is Fall 2011, meaning that the third year will be offered starting in September 2011; students who enrolled in the two-year Business program in Fall 2009 would be the first group of graduates who could transfer into the program upon graduation.

6. CVS Application, Appendix A: Program Maps

- a. Program Vocational Learning Outcomes
- b. Essential Employability Skills Outcomes

In contrast to Appendix A of the CVS application for BEN, Appendix A of the CVS for BAL is based on a current program standard, which is largely being used as the basis for the BAL program maps. The existing 19 vocational outcomes are shown in the left column. The middle column shows the four additional program outcomes required to reflect the BEN focus on leadership and management. In total, 23 program vocational learning outcomes are proposed, compared with 15 for the two-year Business program. The right column maps courses to the vocational learning outcomes.

7. CVS Application, Appendix B: Program Description

Alison reviewed the MTCU program description: “While the Business Administration program addresses a number of the skill areas in the business field, such as finance, marketing, operations, and human resources, there is emphasis on the overall function of the organization and how its success is the result of the contribution of all areas and departments.” Alison then referred to the Program Description in the CVS, which includes similar language, and stressed that BAL offers a higher level of skill development for students, positioning students for quick advancement.

Admission requirements are identical to those in place for other diploma programs. The two-semester program does not include a co-op.

8. CVS Application, Appendix C: Program Curriculum

In reviewing the program curriculum, Alison referred committee members to the two-page handout (Attachment E) in addition to Appendix C of the CVS application. Levels 1 through 4 of BAL is, in fact, the two-year Business program. Level 1 is a “common first semester” in that all business diploma students take the same curriculum. Level 2 of the Business program has a required curriculum, while Levels 3 and 4 allow students to choose three business electives in each semester. Upon graduation from the two-year program, students can transfer into BAL for Levels 5 and 6, in which they will take required courses and electives, with the opportunity to apply for a position in the Community Consultancy for which they will receive credit for two courses. Short descriptions of all courses are included in Appendix C.

Discussion

- Alison and faculty described the experiential learning opportunity provided for the students who are chosen for the Community Consultancy. Given the short duration of the advanced diploma program (eight months), a co-op is not feasible; however, many alternatives for experiential learning have proven success in similar programs, including the Community Consultancy which is now offered in Business Administration – Marketing (eight-month advanced diploma) and Marketing Management (graduate

certificate). The Community Consultancy will be implemented in the Business Administration – Accounting program and the proposed Business Administration – Human Resources program (both advanced diplomas) and the Human Resources Management program (graduate certificate).

- Otte commented on the opportunity for students to follow a pathway through three Fanshawe programs to a university degree: Business – Entrepreneurship to Business to Business Administration – Leadership and Management to Bachelor of Commerce (Nipissing University). Ross Gowan commented that many Business program graduates are eager for a university degree, but not many pathways are open to two-year grads; the addition of a third year provides many opportunities.
- Committee members and faculty agreed that the curriculum was better preparation for general management as compared with existing Fanshawe advanced diploma programs which are more narrowly focused on accounting and marketing. The leadership and management focus, encompassing decision-making skills, accountability, strategic and critical thinking, etc, will be well received by the business community.
- Ross Gowan commented that specific wording for one of the proposed vocational learning outcomes (16), which begins with “take into account...” can be improved. Albert Riddell suggested the verb “leverage...” be used.
- Otte explained that General Education Courses are not vocational in nature, but are intended to provide college students the opportunity to take two or three courses outside their vocational program.
- While the BAL program, like all Lawrence Kinlin School of Business programs, is intended to be completed on a full-time basis, some courses will be delivered in a blended (hybrid) or online format and would be suitable for part-time students. However, students who intend to complete the program would need some flexibility for classroom-based courses delivered on-site during the day. Alison will explore alternative delivery formats to accommodate part-time students (e.g., Business graduates who are working part- or full-time).
- Alison indicated that the Canadian Institute of Management is waiting for complete course outlines before finalizing the awarding of CIM credits. (The actual CIM designation requires minimum two years’ work experience.)

The Program Advisory Committee approved the CVS application for Business Administration – Leadership and Management.

9. Summary – Mary Pierce and Otte Rosenkrantz

Otte thanked the committee for its input and summarized the next steps in the program approval process. The CVS application, having been reviewed and approved by the external Program Advisory Committee will now be reviewed by the internal Program Approval Committee and Senior Vice President Academic Services, before being submitted for external approval.

10. Thank-you and Next Steps – Mary Pierce

On behalf of Mary Pierce, Dee thanked all committee members for their input and enthusiasm throughout our long process of program development. She then suggested that committee members can remain involved in the program as faculty members or as program advisors and invited those who were interested to contact her or Alison.

Attachment A – CVS Application for Business – Entrepreneurship

Attachment B – CVS Application for Business Administration – Leadership and Management

Attachment C – PowerPoint Presentation Slides

Attachment D – Business – Entrepreneurship Certificate (one-page hand-out)

Attachment E – Business Administration – Leadership and Management (two-page handout)

Attachment C – PowerPoint Presentation Slides

Business-Entrepreneurship Certificate April 26, 2010

Entrepreneurship Certificate Background

- Two-semester Certificate Program
 - Now at Second Step of the process
 - (1st step – received approval for a Local Board Certificate for Second Career Students)
 - 2nd step – requesting Ministry approval for a funded Ontario College Certificate (OSAP eligible)
- CVS (Credentials Validation Service) Application

Business-Entrepreneurship Certificate

Appendix B – Program Description
Appendix C – Curriculum
Appendix A – Program Maps:
Vocational Program Outcomes
Essential Employability Skills Outcomes

Business - Entrepreneurship Certificate Appendix B – Program Description

- To provide a path for students who have already made the decision to start their own small business
 - might already be graduates of another college program
 - might wish to take specific business courses to prepare them to start their own business
- Alignment with Canadian Institute of Entrepreneurship - Certified Entrepreneur Designation (CE)
 - Certified Entrepreneur Designation

Business - Entrepreneurship Certificate Program Learning Outcomes

1. Prepare a comprehensive business plan for a small business venture.
2. Identify solutions to address business problems and opportunities related to planning a new venture.
3. Research and interpret information related to planning and launching a small business venture.
4. Manage all the operations of the small business, e.g. marketing, recruiting, financial records.

Business- Entrepreneurship Certificate Program Learning Outcomes

5. Develop strategies for personal and professional development to enhance work performance and maximize small business opportunities.
6. Apply information technology skills to effectively manage the small business.
7. Communicate business-related information persuasively and accurately in oral, written, and graphic formats.
8. Adhere to the legal requirements for small business.

Business – Entrepreneurship Certificate

FALL 2011	Small Business Ownership
SPRING 2012	Business Communication
FALL 2012	Business Management
FALL 2013	Financial Management Applications
FALL 2013	Marketing
FALL 2013	Suppliers Management
WINTER 2012	
FALL 2014	Quick Books
FALL 2015	Small Business Entrepreneurship
FALL 2016	Business Planning Workshop
FALL 2017	Web Design
FALL 2018	Finance and Law
FALL 2019	Selling Entrepreneurship

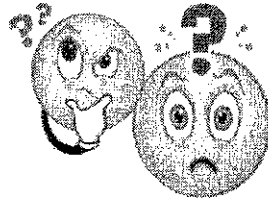
Business - Entrepreneurship Certificate Essential Employability Skills Outcomes

Skill Categories:

Communication
Numeracy
Critical Thinking & Problem Solving
Information Management
Inter-Personal

Conclusion

- Questions?
- Comments?



**Business Administration
Leadership & Management
Advanced Diploma**

"While the Business Program addresses a number of the skill areas in the business field, such as finance, marketing, operations, and human resources, there is an emphasis on the overall function of the organization and how its success is the result of the contribution of all areas and departments."

Ministry of Education Business Program Standard

Business Administration – Leadership & Management

- Advanced diploma – an optional 3rd year for BUS1 students and students from other programs with standing in certain mandatory courses
- Earn all credits towards CIM Canadian Institute of Management designation
- Qualify for Nipissing (and other) university articulation

Business Administration – Leadership & Management

Credentials Validation Service (CVS) Application

Appendix B – Program Description

Appendix C – Curriculum

Appendix A – Program Maps:

Vocational Program Outcomes

Essential Employability Skills Outcomes

Business Administration – Leadership & Management

Appendix B - Program Description

- Begins with the Business Program Description

"The program emphasizes that organizational success depends on the contribution of all areas and departments...."

- Goes beyond to offer higher level skill development.

Business Administration – Leadership & Management

Immediately following the Program Description (contained within Appendix B) is a list of Vocational Learning Outcomes:

**Business Administration Program - 19 outcomes
(15 of which are Business Program outcomes)**

Leadership & Management - additional 4 outcomes

Curriculum is designed to meet these outcomes.

Business Program Curriculum

Semester A (continued)
 BUSN-1002 Practice & Writing
 MGMT-1012 Principles of Marketing I
 MGMT-1002 Business Math
 BUSN-1005 Introduction to Business Processes
 BUSN-1009 Strategies for Success
 ACCT-1004 Principles of Accounting

Semester B
 COMM-1000 Professional Communication
 COMF-1007 Fund for Business - Advanced
 BUSN-1009 Customer Solutions
 MATH-1110 Financial Math
 PDIA-1017 Taxation
 General Education Elective

Semester B
 ECON-1010 Contemporary Issues in Economics
 FINA-1010 Financial Management Applications
 LAWS-1010 Ethics and Law
 Business Elective
 Business Elective
 Business Elective

Semester C
 MGMT-1005 Strategic Human Resources
 Mgmt BUSN-1010 Small Business Ownership
 BUSN-1009 Effective Meetings and Presentations
 Business Elective
 Business Elective
 Business Elective

BUSINESS ELECTIVES

ACCT-1011	Principles of Accounting A	ECON-1002	Economics I
ACCT-1012	Management Accounting	ECON-1003	Economics II
ACCT-1014	QuickBooks	FINA-1004	Financial Management
ACCT-1015	The Business of Small Business	FINA-1005	Principles of Investment
ACCT-1016	The Structure of Business	FINA-1006	Statistics for Marketing
ACCT-1017	Legal Topics	FINA-1007	Project Management
ACCT-1018	Small Business Entrepreneurship	FINA-1008	Financial Management in Business
ACCT-1019	Small Business Consulting	FINA-1009	Organizational Behavior
ACCT-1020	Strategic Exchange Peer Project	FINA-1010	Human Resource Management
ACCT-1021	Foreign Exchange Management: Basics	FINA-1011	International Market Research
ACCT-1022	International Business	FINA-1012	Global Finance
ACCT-1023	Business Math: Basics	FINA-1013	Introduction to Business
ACCT-1024	Business Publishing	FINA-1014	Operations Management

Business Administration - Leadership & Management	Credits	Delivered
LEVEL 1		
MGMT-1001 Ethics, Social Resp. & Sustainability	1	F
SYST-1002 Management Information Systems	3	F
ACCT-1003 Managerial Accounting	3	F
MGMT-1004 Leadership Principles & Practice	3	F
Plus select either combination A or B		
A MGMT-1004 Organizational Change and Development	3	F
MGMT-1007 Event Marketing	3	F
Or		
B MGMT-1001 Community Consultancy for Business I	4	F

Business Administration - Leadership & Management	Credits	Delivered
Level 6		
MGMT-1004 Strategic Policy & Planning	3	W
MGMT-1006 Global Business Environment	3	W
MGMT-1008 Performance Management	3	W
MGMT-1009 Operations Management	3	W
Plus select either combination C or D		
C MGMT-1009 Creativity & Innovation in Business	3	W
MGMT-1008 Interpersonal Skills in Organizations	3	W
Or		
D MGMT-1002 Community Consultancy for Business 2	6	W
Plus 1 Gen Ed elective	3	F,W
Total course credits	24	

Business Administration - Leadership & Management

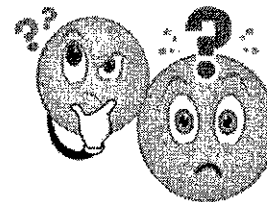
Appendix C - Course descriptions

Appendix A - Program Maps

Form 1 - Vocational Program Outcomes
 Form 2 - Essential Employability Skills Outcomes

Conclusion

- Questions?
- Comments?



D. Credentials Validation Service Application

The Ministry currently does not have a program standard for one-year undergraduate Ontario College Certificate programs in Business Entrepreneurship. In the absence of a program standard, the Ministry requires that we map the Vocational Learning Outcomes of our program to those of the closest program available. The program we have been provided for comparison is MTCU code 40231, which is a one-year undergraduate Small Business Management program. While not a perfect fit, by any means, the Ministry needs a reference point.

This MTCU 40231 program has eighteen Vocational Learning Outcomes, and was developed two decades ago. Our External Focus Group recommended only eight Vocational Outcomes for the BEN1 program, a number that seems to better reflect the length of program. We sought and received helpful assistance from Fanshawe's Centre for Academic Excellence to map our eight outcomes to the eighteen outcomes in MTCU 40231.



Credentials Validation Service

**Service de validation des
titres de compétence**

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPLICATION FOR PROGRAM VALIDATION

This proposal will be sent to MTCU for Approval for Funding X YES NO

1. College: FANSHAWE
2. College contact person responsible for this proposal: Name: Dee Morrissey Title: Program Manager Telephone: 519-452-4430 ext. 4047 Electronic mail: dmmorrissey@fanshawec.ca
3. Proposed Program Title: BUSINESS - ENTREPRENEURSHIP
4. Proposed Credential: (please indicate below) Local Board Approved Certificate <input type="checkbox"/> Ontario College Certificate [X] Ontario College Diploma <input type="checkbox"/> Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate <input type="checkbox"/>
5. Proposed Program Outcomes: Program Maps (Appendix A - Form 1 and Form 2) attached
6. Proposed Program Description: Program Description Form (Appendix B) attached
7. Proposed Program Curriculum: Program Curriculum Form (Appendix C) attached



Credentials Validation Service

**Service de validation des
titres de compétence**

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPENDIX A - PROGRAM MAPS

Form 1 - Vocational Program Outcomes

PROVINCIAL PROGRAM STANDARD VOCATIONAL LEARNING OUTCOMES / PROVINCIAL PROGRAM DESCRIPTION OUTCOMES (Per. MTCU CODE 40231)	PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES (From Appendix B)	COURSE TITLE / COURSE CODE (From Appendix C)
1. Interpret and record all business transactions	<ul style="list-style-type: none">• Prepare a comprehensive business plan for a small business venture.• Research and interpret information related to planning and launching a small business venture.• Manage all the operations of the small business, e.g. marketing, recruiting, financial records.• Apply information technology skills to effectively manage the small business.	<ul style="list-style-type: none">• ACCT-1069 Quickbooks• FINA-1031 Financial Management Applications• FINA-1037 Taxation• COMP-1332 Information Management

<p>2. Prepare, analyze and interpret basic financial statements</p>	<ul style="list-style-type: none"> • Prepare a comprehensive business plan for a small business venture. • Research and interpret information related to planning and launching a small business venture. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • ACCT-1069 Quickbooks • FINA-1031 Financial Management Applications • FINA-1037 Taxation • COMP-1332 Information Management
<p>3. Manage the day-to-day operations of the business</p>	<ul style="list-style-type: none"> • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. • Apply information technology skills to effectively manage the small business. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • COMM-1023 Business Communications • MGMT-3053 Supervisory Management
<p>4. Evaluate the performance and plan for the future of the business</p>	<ul style="list-style-type: none"> • Prepare a comprehensive business plan for a small business venture. • Identify solutions to address business problems and opportunities related to planning a new venture. • Research and interpret information related to planning and launching a small business venture. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • FINA-1031 Financial Management Applications • MGMT-3053 Supervisory Management

5. Apply the techniques of business mathematics	<ul style="list-style-type: none"> • Prepare a comprehensive business plan for a small business venture. • Identify solutions to address business problems and opportunities related to planning a new venture. • Apply information technology skills to effectively manage the small business. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • COMP-1332 Information Management • BUSI-3026 Business Planning Workshop • FINA-1031 Financial Management Applications
6. Understand how to locate and identify customers	<ul style="list-style-type: none"> • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • MKTG-3007 Selling Fundamentals • COMP-1389 Web Design
7. Understand what is involved in making a sales call, sales presentation and procedures in the follow up of the sales call.	<ul style="list-style-type: none"> • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. • Communicate business-related information persuasively and accurately in oral, written, and graphic formats. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • MKTG-3007 Selling Fundamentals • COMM-1023 Business Communication

8. Understand and utilize the basic concepts and business applications and be able to participate or be instrumental in the development and/or implementation of a small business accounting information system.	<ul style="list-style-type: none"> • Apply information technology skills to effectively manage the small business. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • ACCT-1069 Quickbooks • FINA-1031 Financial Management Applications • FINA-1037 Taxation
9. Demonstrate effective oral and written communication skills.	<ul style="list-style-type: none"> • Communicate business-related information persuasively and accurately in oral, written, and graphic formats. 	<ul style="list-style-type: none"> • COMM-1023 Business Communication • BUSI-3026 Business Planning Workshop • MKTG-3007 Selling Fundamentals
10. Demonstrate a broad knowledge and understanding of the legal system and legislation in Ontario being able to recognize situations in which a lawyer's advice should be obtained.	<ul style="list-style-type: none"> • Adhere to the legal requirements for small business. 	<ul style="list-style-type: none"> • LAWS-3018 Ethics and Law • FINA-1037 Taxation • BUSI-1070 Small Business Ownership
11. Understand the concepts of organizational behaviour.	<ul style="list-style-type: none"> • Develop strategies for personal and professional development to enhance work performance and maximize small business opportunities. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • MGMT-3053 Supervisory Management
12. Understand the basic principles of management and their application in a small business environment	<ul style="list-style-type: none"> • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • FINA-1031 Financial Management Applications • MGMT-3053 Supervisory Management

<p>13. Understand the role and apply the principles of the marketing function in small business and its total relationship to the total business environment.</p>	<ul style="list-style-type: none"> • Prepare a comprehensive business plan for a small business venture. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • MKTG-3007 Selling Fundamentals • COMP-1389 Web Design
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14. Understand concepts and fundamental practices of consumer and commercial credit and the functions and methods of collection.	<ul style="list-style-type: none"> • Prepare a comprehensive business plan for a small business venture. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • FINA-1031 Financial Management Applications • FINA-1037 Taxation • COMP-1332 Information Management • BUSI-1070 Small Business Ownership • BUSI-3026 Business Planning Workshop
15. Understand the general organization and operation of a business, including the staffing, layout of offices, warehouse and retail outlet.	<ul style="list-style-type: none"> • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • MGMT-3053 Supervisory Management • BUSI-3026 Business Planning Workshop • BUSI-3013 Small Business Entrepreneurship
16. Understand basic economic principles and how they relate to business.	<ul style="list-style-type: none"> • Prepare a comprehensive business plan for a small business venture. • Identify solutions to address business problems and opportunities related to planning a new venture. • Research and interpret information related to planning and launching a small business venture. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3026 Business Planning Workshop • BUSI-3013 Small Business Entrepreneurship • FINA-1037 Taxation
17. Appreciate the social, political and cultural aspects of our society.	<ul style="list-style-type: none"> • Research and interpret information related to planning and launching a small business venture. • Develop strategies for personal and professional development to enhance work performance and maximize small business opportunities. • Communicate business-related information persuasively and accurately in oral, written, and graphic formats. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • MGMT-3053 Supervisory Management • COMM-1023 Business Communication

18. Appreciate the importance of business ethics and corporate responsibility.	<ul style="list-style-type: none"> • Identify solutions to address business problems and opportunities related to planning a new venture. • Manage all the operations of the small business, e.g. marketing, recruiting, financial records. • Develop strategies for personal and professional development to enhance work performance and maximize small business opportunities. • Adhere to the legal requirements for small business. 	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • MGMT-3053 Supervisory Management • LAWS-3018 Ethics and Law



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APPENDIX A - PROGRAM MAPS

Form 2 - Essential Employability Skills Outcomes

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
COMMUNICATION	<ul style="list-style-type: none">• Reading• Writing• Speaking• Listening• Presenting• Visual Literacy	➤ communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience	<ul style="list-style-type: none">• COMM-1023 Business Communication• BUSI-3026 Business Planning Workshop• MKTG-3007 Selling Fundamentals
		➤ respond to written, spoken, or visual messages in a manner that ensures effective communication	<ul style="list-style-type: none">• COMM-1023 Business Communication• BUSI-3026 Business Planning Workshop• MKTG-3007 Selling Fundamentals

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
NUMERACY	<ul style="list-style-type: none"> • Understanding and applying mathematical concepts and reasoning • Analysing & using numerical data • Conceptualizing 	➤ execute mathematical operations accurately	<ul style="list-style-type: none"> • FINA-1031 Financial Management Applications • FINA-1037 Taxation • COMP-1332 Information Management • BUSI-1070 Small Business Ownership • BUSI-3026 Business Planning Workshop
CRITICAL THINKING & PROBLEM SOLVING	<ul style="list-style-type: none"> • Analysing • Synthesizing • Evaluating • Decision-making • Creative and innovative thinking 	➤ apply a systematic approach to solve problems	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • FINA-1031 Financial Management Applications • MGMT-3053 Supervisory Management

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
		➤ use a variety of thinking skills to anticipate and solve problems	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • FINA-1031 Financial Management Applications • MGMT-3053 Supervisory Management
INFORMATION MANAGEMENT	<ul style="list-style-type: none"> • Gathering and managing information • Selecting and using appropriate tools and technology for a task or a project • Computer literacy • Internet skills 	➤ locate, select, organize, and document information using appropriate technology and information systems	<ul style="list-style-type: none"> • COMP-1332 Information Management • ACCT-1069 Quickbooks • FINA-1031 Financial Management Applications • COMP-1389 Web Design • COMM-1023 Business Communications
		➤ analyse, evaluate, and apply relevant information from a variety of sources	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • FINA-1031 Financial Management Applications

INTER-PERSONAL	<ul style="list-style-type: none"> • Team work • Relationship management • Conflict resolution • Leadership • Networking 	➤ show respect for the diverse opinions, values, belief systems, and contributions of others	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • MGMT-3053 Supervisory Management • COMM-1023 Business Communication • MKTG-3007 Selling Fundamentals • LAWS-3018 Ethics and Law
		➤ interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals	<ul style="list-style-type: none"> • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • MGMT-3053 Supervisory Management • COMM-1023 Business Communication

PERSONAL	<ul style="list-style-type: none"> • Managing self • Managing change and being flexible and adaptable • Engaging in reflective practices • Demonstrating personal responsibility 	<p>➤ manage the use of time and other resources to complete projects</p>	<ul style="list-style-type: none"> • ACCT-1069 Quickbooks • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • COMM-1023 Business Communication • COMP-1332 Information Management • COMP-1389 Web Design • FINA-1031 Financial Management Applications • FINA-1037 Taxation • LAWS-3018 Ethics and Law • MGMT-3053 Supervisory Management • MKTG-3007 Selling Fundamentals
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		<p>➤ take responsibility for one's own actions, decisions, and consequences</p>	<ul style="list-style-type: none"> • ACCT-1069 Quickbooks • BUSI-1070 Small Business Ownership • BUSI-3013 Small Business Entrepreneurship • BUSI-3026 Business Planning Workshop • COMM-1023 Business Communication • COMP-1332 Information Management • COMP-1389 Web Design • FINA-1031 Financial Management Applications • FINA-1037 Taxation • LAWS-3018 Ethics and Law • MGMT-3053 Supervisory Management • MKTG-3007 Selling Fundamentals
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APPENDIX B - PROGRAM DESCRIPTION

PROGRAM DESCRIPTION:

This one-year Ontario College Certificate program is designed to give students the practical knowledge and skills to begin and manage a small business venture. Students will develop a business plan to provide a head start in acquiring the capital needed to launch their business, and to carry them through the start-up phase of the entrepreneurial venture.

Graduates may immediately pursue their own business venture as a new start-up, as a franchisee/franchisor, or may purchase an existing business. They may instead begin their business career working in a small business and apply their entrepreneurial skills in various ways including sales, operations and management. The range of sectors for grads will span: retail, construction, music, real estate sales & property management, manufacturing, and agribusiness.

Graduates of the one-year certificate program may wish to continue their studies in the Business Diploma Program to broaden their business knowledge, having already completed 9 of the 24 courses needed to graduate with a two-year diploma in Business.

VOCATIONAL PROGRAM LEARNING OUTCOMES:

The graduate has reliably demonstrated the ability to:

1. Prepare a comprehensive business plan for a small business venture.
2. Identify solutions to address business problems and opportunities related to planning a new venture.
3. Research and interpret information related to planning and launching a small business venture.
4. Manage all the operations of the small business, e.g. marketing, recruiting, financial records.
5. Develop strategies for personal and professional development to enhance work performance and maximize small business opportunities.
6. Apply information technology skills to effectively manage the small business.
7. Communicate business-related information persuasively and accurately in oral, written, and graphic formats.
8. Adhere to the legal requirements for small business.

ADMISSION REQUIREMENTS:

OSSD with courses from the College (C), University (U), University/College (U/C), or Open (O) stream
WITH:

- Any Grade 12 English (C) or (U)

- Mathematics* ONE OF:

- Any Grade 12 Mathematics (C) or (U)

- Any Grade 11 Mathematics (C), (U), or (U/C)

(Note: a minimum final grade of 60 is required for any Grade 11 Mathematics course)

OR

Academic and Career Entrance Certificate (ACE)

OR

Ontario High School Equivalency Certificate (GED) AND:

- Mathematics* ONE OF:

- Any Grade 12 Mathematics (C) or (U)

- Any Grade 11 Mathematics (C), (U), or (U/C)

(Note: a minimum final grade of 60 is required for any Grade 11 Mathematics course)

OR

Mature Applicant with standing in the required courses and based upon their degree of interest in starting a small business.



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APPENDIX C - PROGRAM CURRICULUM

Semester	Course Code*	Course Title (and brief course description)
1	BUSI-1070	<p>Small Business Ownership</p> <p>Welcome to the world of small business! Obtain the knowledge required to plan, start and manage your own small business. Topics covered include preparing the business plan and the long-term management of the business, including development of the entrepreneur. This course will give you insight into the challenges and rewards of being a small business owner and help you decide whether small business ownership is right for you.</p>
1	COMM-1023	<p>Business Communications</p> <p>This course is designed to establish a foundation for business communication through the development of writing, editing, reading and basic computer skills. The student will plan, write, edit and format material for production of work-related documents such as letters, memos, and short reports.</p>
1	COMP-1332	<p>Information Management</p> <p>An introduction to computer applications is undertaken in its relation to general business practices. Topics include an overview of information technology using computers and printers, file management, utilizing the Internet for research, business, and leisure. Specific applications include Microsoft Word, Excel and PowerPoint. The contents of lessons and projects simulate situations encountered in general business processes.</p>

1	FINA-1031	<p>Financial Management Applications</p> <p>The purpose of this course is to give students an opportunity to understand and use the financial statements and reports of both unincorporated and incorporated small businesses, namely the Income Statement, Balance Sheet, Statement of Cash Flows, Pro Forma Statements and Cash Budgets. Students will perform analysis, prepare projections and improve their skills in the managing of small business financial affairs.</p>
1	FINA-1037	<p>Taxation</p> <p>Designed to provide students with an understanding of the objectives, principles and administration of income taxation in Canada, this course covers employment, business, property, capital gains, other income, deductions, tax credits and the calculation of taxes payable for individual residents in Canada. Upon successful completion of the course, the student will be able to prepare personal income tax returns using commercial software.</p>
1	MGMT-3053	<p>Supervisory Management</p> <p>In this course students will have a clear understanding of the management skills needed by first line supervisors and small business owners with employees. Topics include: staffing, performance management, current workplace legislation, orientation and training, conflict, diversity, termination, and personal development of supervisory skills.</p>
2	ACCT-1069	<p>Quickbooks</p> <p>QuickBooks is designed for the small to midsized business owner. Learn how this program can make it a snap to set up a chart of accounts, create and print invoices, receipts, and statements, track your receivables, payables, and inventory, and generate reports.</p>

2	BUSI-3013	<p>Small Business Entrepreneurship</p> <p>Should you become a small business owner? Do you want to know how small business can compete effectively in today's marketplace? Examine the risks and rewards of ownership by participating in panel discussions and interviews with successful small business owners, plus explore ideas that can make your small business more competitive. Explore alternate methods of getting your own business, from buying an existing business or franchising to taking over the family business. You get the benefit of years of experience and new insights for success.</p>
2	BUSI-3026	<p>Business Planning Workshop</p> <p>This is a capstone course where students work closely with faculty advisors and business mentors to turn a business idea into a business reality by creating a comprehensive and viable business plan. Students will learn to conduct and complete the necessary research and fieldwork to identify the critical marketing, legal, financial, regulatory and operational components of a business plan. They will learn to present and defend their plan to financiers and prospective partners. Upon successful completion of this course, the students will have created a business plan that is ready to implement and will have turned an idea into a potential business reality.</p>
2	COMP-1389	<p>Web Design</p> <p>This course is designed to introduce the student to the tools and facilities of web design: page composition, XHTML, CSS, web design and code validation. Students will use these software technologies together to produce web design projects. Students will cover the Web design/development process, with Adobe Dreamweaver as the primary Web development tool. Topics covered include basic and enhanced site structure, local and remote site management, optimization of graphics and search engine optimization.</p>

2	LAWS-3018	<p>Ethics and Law</p> <p>An examination of the principles of Canadian business law with a focus on commercial purchasing issues including contract, personal and commercial liability and fiduciary obligations.</p>
2	MKTG-3007	<p>Selling Fundamentals</p> <p>A course to demonstrate skills of selling such as: awareness of buyer behaviour, ability to organize an effective sales presentation, ability to present an effective sales presentation and comprehension of skills and attitudes essential to the successful salesperson.</p>

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APPENDIX D – REGULATORY STATUS FORM

VOLUNTARY REQUIREMENTS

Colleges may choose to have a program accredited or recognized by a voluntary membership organization or association. Graduate eligibility for association recognition or adherence to standards imposed by the body is *not a requirement* for program funding approval by the Ministry of Training, Colleges and Universities.

Recognition of the program by a voluntary professional body:

[X] Is being sought: Name of professional body: Canadian Institute of Entrepreneurship

☐

The college is working toward recognition.

Status of application and expected date of achievement: _____

[X] Recognition has been received.

Type of recognition (e.g. accreditation, graduates eligible to write membership exams, etc.): Fanshawe is listed as a partner institution by the C.I.E.

(<http://www.canadianinstituteofentrepreneurship.com/partners.html>). Graduates are already eligible to be granted credit for minimum of 8 academic credits (out of total 9 credits) toward Certified Entrepreneur designation. We have requested approval for the ninth and final credit as well, with approval pending (see correspondence on following page).

★ Please submit an acknowledgement and/or evidence from the voluntary association that recognition has been received.

☐

Recognition is not being sought (*please note there may be titling implications for programs that are not compliant in an area where other existing programs are*).

Correspondance with the Canadian Institute of Entrepreneurship

From: coordinator@canadianinstituteofentrepreneurship.com
[mailto:coordinator@canadianinstituteofentrepreneurship.com]
Sent: Monday, May 03, 2010 2:13 PM
To: Wiseman, Alison
Subject: Re: Fanshawe College new Entrepreneurship Program

Hi Alison,

Thanks, we will review it and get back to you, sounds great!

Elizabeth

From: "Wiseman, Alison" <AWiseman@fanshawec.ca>
Date: Mon, 3 May 2010 13:14:11 -0400
To: <coordinator@cienow.com>
Subject: Fanshawe College new Entrepreneurship Program

Hello Elizabeth,

We haven't chatted for awhile, and I wanted to let you know about a new Business-Entrepreneurship Certificate Program that we are developing here at Fanshawe.

As you know, we are partnered with CIE through our two-year Business Program (BUS1), but we have just developed a new one-year certificate program that includes 12 courses especially selected to meet the needs of entrepreneurs. All of the courses (with the exception of the new BUSI-3026 Business Planning Workshop) are already offered in the Lawrence Kinlin School of Business, here at Fanshawe.

I have attached a copy of the program description, admission requirements, learning outcomes, list of courses, and short course descriptions for your review. What I am wondering is whether or not the Canadian Institute of Entrepreneurship would accept a graduate of this program for certification.

As I mentioned, we are already academic partners, but it would be excellent if a graduate of this program were able to satisfy all of the academic requirements of the Certified Entrepreneur designation.

Please let me know just as soon as possible.

Thanks so much,

Alison

Alison Wiseman
Business Program Coordinator
Lawrence Kinlin School of Business

E. Program Delivery Map

The Business - Entrepreneurship program curriculum has 12 mandatory courses, shown below. Course descriptions are provided in the CVS documents beginning on page D-18.

BEN1		<u>Credits</u>
Take the following 12 courses		
ACCT-1069	Quickbooks	3
BUSI-1070	Small Business Ownership	3
BUSI-3013	Small Business Entrepreneurship	3
BUSI-3026	Business Planning Workshop	3
COMM-1023	Business Communication	3
COMP-1332	Information Management	3
COMP-1389	Web Design	3
FINA-1031	Financial Management Applications	3
FINA-1037	Taxation	3
LAWS-3018	Ethics and Law	3
MGMT-3053	Supervisory Management	3
MKTG-3007	Selling Fundamentals	4
Total course credits		<u>37</u>

PROGRAM MAPPING (BEN1 - Business Entrepreneurship)																				
LEVEL ONE							LEVEL TWO													
PROGRAM VOCATIONAL LEARNING OUTCOMES							BUSI-1070 Small Business Ownership	COMM-1023 Business Communications	COMP-1332 Information Management	FINA-1031 Financial Management Applications	FINA-1037 Taxation	MGT-3053 Supervisory Management	ACCT-1069 QuickBooks	BUSI-3013 Small Business Entrepreneurship	BUSI-3026 Business Planning Workshop	COMP-1389 Web Design	LAWS-3018 Ethics & Law	MKTG-3007 Selling Fundamentals	# OF COURSES EVALUATING THE OUTCOME	TOTAL FOR PROGRAM
T = Taught R= Reinforced E=Evaluated																				
1 - Introductory																				
2 - Intermediate																				
3 - Advanced																				
The graduate has reliably demonstrated the ability to: (Source: MTCU Code 40231)																				
1. Prepare a comprehensive business plan for a small business venture.							1								2				2	2
2. Identify solutions to address business problems and opportunities related to planning a new venture.							1			1	1			2	1				5	5
3. Research and interpret information related to planning and launching a small business venture.							1			1				2	2				4	4
4. Manage all operations of the small business, e.g. marketing, recruiting, financial records.							1		1	1	1	1	1	1	1			1	9	9
5. Develop strategies for personal and professional development to enhance work performance and maximize small business opportunities.							1					1		1	1				4	4
6. Apply information technology skills to effectively manage the small business.									2	1	1		1			2			5	5
7. Communicate business-related information persuasively and accurately in oral, written, and graphic formats.								2							2		2	3	3	
8. Adhere to legal requirements for small business.							1				1						2	3	3	
																		0	0	
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE							6	1	2	4	4	2	2	4	6	1	1	2		
V = Vocational Courses E = Essential Employability Skills Courses																				
GM = General Education (mandatory) G = General Education (elective)																				
NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course																				
PROGRAM COORDINATOR: Alison Wiseman																				
ACADEMIC CHAIR: Mary Pierce																				
Date Completed: March 25 2010																				

PROGRAM MAPPING (BEN1 - Business Entrepreneurship)																				
							LEVEL ONE						LEVEL TWO							
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES							BUSI-1070 Small Business Ownership	COMM-1023 Business Communications	COMP-1332 Information Management	FINA-1031 Financial Management Applications	FINA-1037 Taxation	MGT-3053 Supervisory Management	ACCT-1069 QuickBooks	BUSI-3013 Small Business Entrepreneurship	BUSI-3026 Business Planning Workshop	COMP-1389 Web Design	LAWS-3018 Ethics & Law	MKTG-3007 Selling Fundamentals	# OF COURSES SUPPORTING THE OUTCOME	TOTAL FOR PROGRAM
T = Taught	R = Reinforced	E = Evaluated																		
R = 4	RE = 5	TE = 6	TRE = 7																	
The graduate has reliably demonstrated the ability to: (Source: MTCU Code 40231)																				
1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.							5	7	4	4	7	7	6	6	5	7	4	7	12	12
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.							4	7	4	4	7	4	6	6	5	7	4	7	12	12
3. Execute mathematical operations accurately.							5		6	5	7	4	4	4	7			7	9	9
4. Apply a systematic approach to solve problems.							4		7	7	7	4	6	4	7	7	7	7	11	11
5. Use a variety of thinking skills to anticipate and solve problems.							4		7	4	7	4	6	4	7	7	7	7	11	11
6. Locate, select, organize, and document information using appropriate technology and information systems.							5	7	7	4	7	5	6	6	7	7	6	7	12	12
7. Analyze, evaluate, and apply relevant information from a variety of sources.							5	7	7	5	7	5	4	6	7	7	5	7	12	12
8. Show respect for the diverse opinions, values, belief systems, and contributions of others.							4	7	4	4	6	4	4	6	4	5	7	6	12	12
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.							4	5	5	4	6	7	4	4	4	5	4	7	12	12
10. Manage the use of time and other resources to complete projects.							4	5	5	5	7	4	6	6	5	7	4	7	12	12
11. Take responsibility for one's own actions, decisions, and consequences.							4	5	5	4	7	4	6	4	5	7	5	7	12	12
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE							10	8	11	11	9	9	9	9	9	8	8	9		
PROGRAM COORDINATOR: Alison Wiseman																				
ACADEMIC CHAIR: Mary Pierce																				
Date Completed: March 25 2010																				

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

ACCT-1069 -- QUICKBOOKS

Duration: 45 total course hours

Credit Units: 3.00

*NOTE: The hours may vary.

This course is a prerequisite for:
NO COURSES

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

QuickBooks is designed for the small to midsize business owner. Learn how this program can make it a snap to set up a chart of accounts, create and print invoices, receipts, and statements, track your receivables, payables, and inventory, and generate reports.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Maintain all accounting procedures using QuickBooks
2. Use and comprehend accounting terminology
3. Record purchases, sales and associated payments and receipts.
4. Maintain all business operations including purchasing, receiving, labour, payroll, operations, and inventory.
5. Manage bank and credit card accounts
6. Exhibit skills in cash flow management and budgeting strategies
7. Record and compile financial information
8. Produce accurate financial statements, reports, and graphs

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Detailed Content:

Module	Subject Matter	Content
1	Intuit QuickBooks	Setting up a business
2	Intuit QuickBooks	Lists & Accounts
3	Intuit QuickBooks	Entering Sales Information
4	Intuit QuickBooks	Receiving Payments & Making Deposits
5	Intuit QuickBooks	Entering & Paying Bills
6	Intuit QuickBooks	Midterm Review
7	Intuit QuickBooks	Midterm Test

8	Intuit QuickBooks	Analyzing Financial Data
9	Intuit QuickBooks	Inventory
10	Intuit QuickBooks	Tax
11	Intuit QuickBooks	Payroll
12	Intuit QuickBooks	Invoicing
13	Intuit QuickBooks	Tracking Time and & Form Customization
14	Intuit QuickBooks	Final Exam Review

Teaching/Learning Methodology:

Assigned reading from chapters.

Lectures and reviews by the instructor.

Projects assigned from the instructor and posted onto FanshaweOnline

Required Learning Resources:

- USB Memory Key
- Biz Cafe Online Business Simulation Package
 - - Author: Interpretive Simulations
 - Publisher: Pearson Education Canada
 - ISBN: 0132333643

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Discussions	15%
Exercises	35%
Tests	50%
TOTAL	100%

MISSED EVALUATIONS:

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that

examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business Office (B2015).

Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the Testing Centre in A building.

A fee of \$35, (determined annually by the Registrar's Office) shall be paid at the Registrar's Office for this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

For missed evaluations worth less than 25% but more than 10% the same form must be filled out but no fee is to be paid.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

PLAGIARISM - Plagiarism is cheating and an appropriate penalty will be applied and a report will be placed in the student's file in conformance with College Policy 2-G-04 on cheating. Plagiarism (the intellectual dishonesty resulting from a student's failure to acknowledge indebtedness to sources used) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the Divisional Chair. Plagiarism includes, but is not limited to, submitting the same work to more than one professor for credit in different courses without prior written permission from the professors. Penalties shall range from failure of an assignment to possible failure of the course.

REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS : Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth more than 10%, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor, using the missed evaluation form available at the Lawrence Kinlin School office in B2015. This request must state the reason(s) for the absence.

For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

Alison Wiseman, January 2010

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - See College Policy 2-C-04

Prior Learning Assessment and Recognition - See College Policy 2-A-10

Evaluations - See College Policy 2-C-02

Academic Standing - See College Policy 2-C-05

Student Appeal of a Grade or Other Academic Decision - See College Policy 2-G-02

Academic Withdrawal and Termination - See College Policy 2-C-06

Academic Offences - See College Policy 2-G-04

Student Code of Conduct Policy - See College Policy 2-G-01

Respectful College Community Policy - See College Policy 1-B-46

Authorized By: _____

Date: January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

BUSI-1070 -- SMALL BUSINESS OWNERSHIP

Duration: 45 total course hours

Credit Units: 3.00

*NOTE: The hours may vary.

This course is a prerequisite for:

BUSI-3026 BUSINESS PLANNING WORKSHOP

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

Welcome to the world of small business! Obtain the knowledge required to plan, start and manage your own small business. Topics covered include preparing the business plan and the long-term management of the business, including development of the entrepreneur. This course will give you insight into the challenges and rewards of being a small business owner and help you decide whether small business ownership is right for you.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Understand the role of entrepreneurs and small business in society
2. Develop a basic business plan specific to a proposed venture
3. Identify challenges and risks associated with operating a small business
4. Propose strategies to overcome challenges and reduce risks
5. Apply various financial measurement tools and strategies to enhance business success
6. Identify personal strengths and weaknesses that will influence the small business decision
7. Do a preliminary evaluation of an existing business in the context of purchasing the business

8. Examine franchise opportunities and understand how a franchise may be a viable path to starting a business
9. Participate in the takeover of the family run firm with awareness of challenges and benefits that are involved

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Detailed Content:

(May include additional topics and materials provided by the professor):

Weeks One to Ten

Starting a New Business

Chapter 1 - The Concept: What Business Will I Be In?
The Business Plan Section 1: The Summary and Concept

Chapter 2 - Feasibility: How Do I Know It Will Work?
The Business Plan Section 2: Feasibility

Chapter 3 - Marketing: How Will I Get Customers?
The Business Plan Section 3: Marketing

Chapter 4 - Operations: How will I Organize The Work?
The Business Plan Section 4: Operations

Chapter 5 - Finances: How Will I Manage The Money?
The Business Plan Section 5: Finances

TEST #1 – Chapters 1 to 5

Week 11 BUSINESS PLAN DUE

Weeks 11 to 14

Alternative Start-up Methods

Chapter 6 - The Purchase Alternative

Chapter 7 – The Franchising Alternative

Chapter 8 – The Family Firm Alternative

Week 14 TEST #2 - Chapters 1-8

Teaching/Learning Methodology:

Instructional methods will include lecture/discussion, case studies, presentations, and the development of a business plan. Students are expected to keep up with the textbook reading assignments for each topic and to respond to directed questions on related current events. Students are responsible for developing a complete set of notes for study purposes from the readings and classroom discussion. Additional references other than the textbook will be provided via handouts and internet websites. The instructor will monitor attendance.

Attendance:

Attendance and participation is regarded as essential to permit achievement of the course objectives.

Required Learning Resources:

Business Plan Business Reality – Starting and Managing Your Own Business in Canada, Second Edition, by James R. Skinner.

Publisher: Pearson Prentice Hall

ISBN: 978-0-13-199763-9

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Miscellaneous assignments/presentations	20%
Buy/Sell Negotiation	10%
Test 1- Chapters 1 to 5	10%
Test 2 - Chapters 1 to 8	15%
Business Plan	45%
TOTAL	100%

To pass the course, the business plan must be completed and receive a grade of at least 50%. It is strongly recommended that you have a business in mind when you enroll. The actual business under consideration must be approved by the instructor (taverns, bars, multi-level marketing plans, franchises, real estate flips and restaurants might not gain approval).

Missed evaluations:

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business Office (B2015).

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this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

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For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

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Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS: Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

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For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

J. Trembley December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

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Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - See College Policy 2-C-04

Prior Learning Assessment and Recognition - See College Policy 2-A-10

Evaluations - See College Policy 2-C-02

Academic Standing - See College Policy 2-C-05

Student Appeal of a Grade or Other Academic Decision - See College Policy 2-G-02

Academic Withdrawal and Termination - See College Policy 2-C-06

Academic Offences - See College Policy 2-G-04

Student Code of Conduct Policy - See College Policy 2-G-01

Respectful College Community Policy - See College Policy 1-B-46

Authorized By: _____

Date: January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

BUSI-3013 -- SMALL BUSINESS ENTREPRENEURSHIP

Duration: 45 total course hours

Credit Units: 3.00

*NOTE: The hours may vary.

This course is a prerequisite for:
NO COURSES

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

Should you become a small business owner? Do you want to know how small business can compete effectively in today's marketplace? Examine the risks and rewards of ownership by participating in panel discussions and interviews with successful small business owners, plus explore ideas that can make your small business more competitive. Explore alternate methods of getting your own business, from buying an existing business or franchising to taking over the family business. You get the benefit of years of experience and new insights for success.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Examine business articles from magazines, newspapers and websites and determine what strategies and attributes business may be using to compete
2. Present these findings to a group
3. Work as a team to:
 1. interview a business owner to discover practices that may or may not have worked for that owner
 2. apply the concepts learned in class to the client company
 3. present the history and the findings to the class.
 4. submit a written report to the professor outlining their discoveries.

4. Analyze a company's competitors and divide the competitors into appropriate groups as to direct, indirect and market position relative to their client's company
5. Identify and create competitive advantage
6. Understand the difference between advertising and public relations, and the subsequent benefits to be gained, especially in the context of a limited budget,
7. Take a strategic and integrated approach toward developing printed material, websites, and promotional events

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Detailed Content:

Week	Content	Assignments	Reference
1	What does a successful project look like ? Teams What forces act on a business ?		Articles
2	How does business Compete ? Competitive Attributes, Who is our customer, why do they buy ? Positioning	Mini-assignment	UG Chapter 1 & 2 Articles
3	How does business Compete ? Competitive Analysis, Who are the competitors, what are they good at ?	Project Proposal Due Mini-assignment	UG Chapter 3
4	How does business Compete ? Identifying/creating Competitive Advantage, niches,	Mini-assignment	UG Chapter 4 Articles
5	Marketing for small business: Use imagination, not money, Purple Cow, public relations, networking	Mini-assignment	UG chapter 7,8 & 11
6	Promotions, your marketing materials, website, in person marketing	Mini-assignment	UG chapter 10, 12 & 13
7	Review & TEST 1		
8	Branding & Advertising, Negotiation	Project Presentations Mini-assignment	Chapter 15 & 16 Articles
9	Decisions making, Measuring success, reuse & recycle	Project Presentations Mini-assignment	Chapter 17 & 18 Articles
10	Managing for Growth	Project Presentations Mini-assignment	BPBR Chapter 9
11	Managing Growth Con't Managing for Efficiency	Project Presentations Mini-assignment	BPBR Chapter 9 BPBR Chapter 10
12	Managing for Efficiency Con't	Project Presentations Mini-assignment	BPBR Chapter 10
13	Developing Entrepreneurship	Mini-assignment	BPBR Chapter 11
14	Review & Test 2		

Depending on holidays and availability of guest speakers, some content may be covered during different weeks than what is shown

Teaching/Learning Methodology:

Instructional methods will include Lecture / Discussion, Videos, Case Studies, Panel Presentations, Online Student Learning Resources on FanshaweOnline, Handouts, guest speakers.

Students are expected to keep current with the textbook reading assignments for each topic, contribute to class discussions and to participate in the planning, presentation and evaluation of the Small Business Entrepreneurship Panels. Student presentations will commence in week 4. Students must interview and bring to class the owner of a small business. Students may work alone or in pairs for the presentation. Failure to make a presentation will result in failure of the course.

Required Learning Resources:

Business Plan Business Reality – Starting and Managing Your Own Business
in Canada, Second Edition, by James R. Skinner.

Publisher: Pearson Prentice Hall
ISBN: 978-0-13-199763-9

The Unofficial Guide to Marketing Your Small Business
by Marcia Layton Turner
Publisher: Wiley
ISBN: 0-471-79907-6

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Test #1	20%
Test #2	20%
Cases & assignments	20%
Small Business Presentation & Report	40%

ATTENDANCE

Attendance and the resultant participation are regarded as essential to permit achievement of the course objectives.

MISSED EVALUATIONS

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business Office in B2015.

Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the Testing Centre in A building.

A fee of \$35, (determined annually by the Registrar's Office) shall be paid at the Registrar's Office for this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

For missed evaluations worth less than 25% but more than 10% the same form must be filled out but no fee is to be paid.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

PLAGIARISM - Plagiarism is cheating and an appropriate penalty will be applied and a report will be placed in the student's file in conformance with College Policy 2-G-04 on cheating. Plagiarism (the intellectual dishonesty resulting from a student's failure to acknowledge indebtedness to sources used) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the Divisional Chair. Plagiarism includes, but is not limited to, submitting the same work to more than one professor for credit in different courses without prior written permission from the professors. Penalties shall range from failure of an assignment to possible failure of the course.

REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS â€“ Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth more than 10%, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor, using the missed evaluation form available at the Lawrence Kinlin School office in B2015. This request must state the reason(s) for the absence.

For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

J. Trembley December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - See College Policy 2-C-04

Prior Learning Assessment and Recognition - See College Policy 2-A-10

Evaluations - See College Policy 2-C-02

Academic Standing - See College Policy 2-C-05

Student Appeal of a Grade or Other Academic Decision - See College Policy 2-G-02

Academic Withdrawal and Termination - See College Policy 2-C-06

Academic Offences - See College Policy 2-G-04

Student Code of Conduct Policy - See College Policy 2-G-01

Respectful College Community Policy - See College Policy 1-B-46

Authorized By: _____

Date: January 2010

Business – Entrepreneurship

NEW COURSE

BUSI-3026 Business Planning Workshop

Course Description:

This is a capstone course where students work closely with faculty advisors and business mentors to turn a business idea into a business reality by creating a comprehensive and viable business plan. Students will learn to conduct and complete the necessary research and fieldwork to identify the critical marketing, legal, financial, regulatory and operational components of a business plan. They will learn to present and defend their plan to financiers and prospective partners. Upon successful completion of this course, the students will have created a business plan that is ready to implement and will have turned an idea into a potential business reality.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Conduct research and analysis to identify a viable small business opportunity.
2. Recognize the economic, social, political, and cultural issues which affect a small business.
3. Complete a detailed PEST and SWOT analysis of a small business opportunity.
4. Apply primary and secondary research skills.
5. Develop a competitive marketing plan for a small business.
6. Develop an effective customer service plan.
7. Develop a detailed operations management plan for a small business.
8. Develop a comprehensive human resources plan for a small business.
9. Develop a detailed financial plan for a small business.
10. Describe the interrelationship between the functional areas of a small business.
11. Apply computer skills to develop an effective business performance management plan.
12. Determine relevant legal, licensing, regulatory and standards issues for a small business.
13. Communicate business-related information persuasively and accurately in oral, written and graphic formats.
14. Develop strategies for ongoing personal and professional development.

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	Execute mathematical operations accurately.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Course developed by: Albert Knab

May 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY

LANGUAGE & LIBERAL STUDIES

September 2009

COMM-1023 -- BUSINESS COMMUNICATION

Duration: 45 total course hours

Credit Units: 3.00

***NOTE:** The hours may vary.

This course is a prerequisite for:

COMM-3010 ORGANIZATIONAL COMMUNICATIONS - LEVEL I

COMM-3012 ORGANIZATIONAL COMMUNICATIONS - LEVEL II

COMM-3013 COMM. FOR THE BUSINESS PROFESSION

Prerequisite(s) for this course:

NO COURSES

Course Description:

This course is designed to establish a foundation for business communication through the development of writing, editing, reading and basic computer skills. The student will plan, write, edit and format material for production of work-related documents such as letters, memos, and short reports.

Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Plan and organize communications according to purpose and audience, using appropriate language, format, and style;
2. Use computer technology that will enhance the production of materials;
3. Evaluate communications to adjust for any errors in content, structure, style, and mechanics;

4. Demonstrate an understanding of the purpose and structure of direct and indirect messages;
5. Organize and compose memos, e-mail and letters using the direct and indirect approach;
6. Locate and select print and non-print research materials, using both library resources and electronic media, for use in short reports;
7. Document borrowed materials using correct MLA format;
8. Organize and write short reports, including headings and graphics.

Teaching/Learning Methodology:

1. lecture
2. in-class discussion
3. computer lab work
4. in-class group work
5. videos

Required Learning Resources:

Guffey, Mary Ellen, Kathleen Rhodes and Patricia Rogan. Business Communication: Process and Product. 2nd Brief Canadian Edition. Thomson, Scarborough, Ontario, 2003.

Optional Resources: Rosenkrantz, Otte. Right Your Wrongs. Thomson/Nelson, 2006.

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Routine Memo (one-page document)	5%
Routine Letter (one-page document)	10%
Indirect Letter (one-page document)	10%
Quiz #1: based on textbook and lectures (multiple choice, short answer)	5%
Quiz # 2: Documentation and text	10%
Research Report (2-3 pp. document)	15%
Ethics Assignment (could be quiz or group presentation)	5%
Labs and on-line grammar quiz (This is the domain of the lab instructor)	20%
Final test	20%

TOTAL 100%

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REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

Late Assignments:

Students are expected to hand in ALL assignments to the course professor on the due date at the beginning of class. No make-ups for assignments or in-class work will be permitted **except under exceptional circumstance and with permission of the course professor**. No late assignments will be permitted except in the case of an emergency. In this case the instructor may grant an extension or a make-up provided that proper documentation is provided. Opportunities for upgrading an "I" cannot be assumed; exceptional cases may be resolved in consultation with the instructor.

Missed tests

There will be a \$35.00 administration fee charged to any student

1. who arranges to write an examination (includes tests, oral presentations, in-class assignments, etc.) at a

time other than the time scheduled

2. for writing a supplemental examination.

Alternate times for writing any examinations will be at the discretion of the divisional office.

Educational Technology

This course requires regular computer use. Students must use word-processing when creating written assignments. Hand-written or typed assignments will not be accepted. Students should also expect to be asked to conduct some research on the Internet and to know how to properly document their Internet resources. There may also be a requirement to use e-mail to submit assignments, and communicate with the professor and other students on-line. Portions of this course may be delivered entirely on-line using Fanshawe Online (FOL) or similar Web-based programs. There will be no additional costs to the students for the use of Fanshawe Online (FOL) or similar programs.

Electronic Communication

This course requires access to electronic resources such as e-mail and the Internet (see the "Detailed Content" section of your course outline for more details on how these electronic resources will be used). All students registered in this course must have active e-mail accounts. Fanshawe College provides access to www.FanshaweOnline.ca (the student web site portal) and to personal computers at many locations within the College. If you have any concerns about meeting this requirement, contact your professor or the Connect Resource Centre in E2030.

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they

may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By: _____

Date: September 2009

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

COMP-1332 -- INFORMATION MANAGEMENT

Duration: 45 total course hours

Credit Units: 3.00

*NOTE: The hours may vary.

This course is a prerequisite for:

NO COURSES

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

An introduction to computer applications is undertaken in its relation to general business practices. Topics include an overview of information technology using computers and printers, file management, utilizing the Internet for research, business, and leisure. Specific applications include Microsoft Word, Excel and PowerPoint. The contents of lessons and projects simulate situations encountered in general business processes.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Explain how computers and information technology are used and are relevant in the business

- environment
2. Perform internet search using advanced search protocols
 3. Input, formulate and format a variety of numerical / categorical data using MS Excel
 4. Develop a variety of business documents including letters, reports, and a variety of desktop publishing projects using MS Word
 5. Create, modify, edit, format slides, template utilization, inserting tables and charts using PowerPoint

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	Execute mathematical operations accurately.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Detailed Content:

(SUBJECT TO CHANGE)

Students are expected to read through the material in the text prior to the week in which it is covered in lecture and lab.

Week	Topics
1	Introduction and overview of Course, textbook and web resource (myitlab), FOL Computer Concepts, Basics of Windows OS, File Management On-Line Quiz
2	Internet Browser, Search Engines Dropbox submission assignment On-Line Quiz
3	Excel Lecture Chapter 1, Create WorkBooks On-Line Training exercise On-Line Assignment On-Line Quiz
4	Excel Lecture Chapter 2, Construct Formulas and Charts On-Line Training exercise On-Line Assignment On-Line Quiz Lecture Chapter 3, Manage Multiple Worksheets On-Line Training exercise On-Line Assignment On-Line Quiz
5	Excel Lecture Chapter 4, Using Excel Functions and Tables Group Assignment Dropbox submission On-Line Training exercise

	On-Line Quiz
6	Excel TEST
7	Word Lecture Chapter 1, Create a Document On-Line Training exercise On-Line Assignment On-Line Quiz
8	Word Lecture Chapter 2, Format and Organize Text On-Line Training exercise On-Line Assignment On-Line Quiz Lecture Chapter 3, Graphics, Tabs & Tables On-Line Training exercise Group Assignment Dropbox submission On-Line Quiz
9	Word Lecture Chapter 4, Applying Special text, Paragraph and Document Formats On-Line Training exercise On-Line Assignment On-Line Quiz Review
10	Word TEST
11	PowerPoint Lecture Chapter 1, Getting Started On-Line Training exercise On-Line Assignment On-Line Quiz
12	Powerpoint Lecture Chapter 2, Format a Presentation On-Line Training exercise On-Line Assignment On-Line Quiz Lecture Chapter 3, Enhancing Presentations with Graphics

	On-Line Training exercise Group Assignment Dropbox submission On-Line Quiz
13	Powerpoint Lecture Chapter 4, Presenting data using Tables, Charts and Animation On-Line Training exercise On-Line Assignment On-Line Quiz Review
14	PowerPoint TEST

Teaching/Learning Methodology:

Lectures: Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured outside material relevant to topics being covered.

Problem Analysis: Review previous work assigned.

Assignments: End of chapter and online activities will be assigned weekly to reinforce material in the text. These assignments may require the application of various software packages. Some assignments will be expected to be completed individually and others will be assigned for group participation.

Quizzes: Scheduled as well as occasional unannounced quizzes will be given to help ensure students stay up with assigned material.

Tests: Three tests will be given. The tests will be open book/notes and will test assigned readings and material discussed in class.

1 hour a week in the classroom for lectures and demos.

2 hours per week in the lab for:

- . Assignment completion with instructor feedback and coaching
- . Problem analysis
- . Review

The student is expected to:

-Attend all lab sessions

- Read assigned material
- Complete ALL assigned projects during lab sessions
- Practice skills using the online text resources
- Take ALL quizzes and tests as scheduled.

Work that is not completed during the regularly scheduled lab time must be completed during the student's own time.

Required Learning Resources:

TEXT: Pearson Education, Kris Townsend, *Skills for Success with Microsoft Office 2007, First Edition, Custom CIS Fanshawe (w) MYITLAB*, ISBN: 9780138001391

OTHER: Access to FanshaweOnline, Some form of electronic storage device (3.5" disks, memory stick, FanshaweOnline Locker, etc.), paper as required for printing (labs and professors DO NOT provide paper).

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

(SUBJECT TO CHANGE):

Events	Scheduled	Value
Weekly Assignments/Participation	10	30%
Weekly Training Exercise	12	10%
Quizzes	14	15% (Lowest 2 scores dropped)
Application Tests (Word, Excel, PPT)	3	45%

Missed Evaluations:

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business Office (B2015).

Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the Testing Centre in A building.

A fee of \$35, (determined annually by the Registrar's Office) shall be paid at the Registrar's Office for this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

For missed evaluations worth less than 25% but more than 10% the same form must be filled out but no fee is to be paid.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded. NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0

F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

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REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS â€” Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero

for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth more than 10%, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor, using the missed evaluation form available at the Lawrence Kinlin School office in B2015. This request must state the reason(s) for the absence.

For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By: Ross Gowan, December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

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on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By:

Date:

January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

COMP-1389 -- BUSINESS WEB DESIGN

Duration: 45 total course hours

Credit Units: 3.00

*NOTE: The hours may vary.

This course is a prerequisite for:
NO COURSES

Prerequisite(s) for this course:
NO COURSES

Co-requisite(s) for this course:
NO COURSES

Course Description:

This course is designed to introduce the student to the tools and facilities of web design: page composition, XHTML, CSS, web design and code validation. Students will use these software technologies together to produce web design projects. Students will cover the Web design/development process, with Adobe Dreamweaver as the primary Web development tool. Topics covered include basic and enhanced site structure, local and remote site management, optimization of graphics and search engine optimization.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Create an Information Architecture document for a web site

2. Construct a web site that conforms to the web standards of today and includes e-commerce and web marketing
3. Publish the website to a remote server using FTP
4. Perform regular web site maintenance (test, repair and change)

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

	consequences.			
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Detailed Content:

Note: Content is subject to change. For the latest updated and detailed weekly schedule consult the Course Content on FanshaweOnline.

Module One: Introduction

- Intro, course overview, learning outcomes, expectations

Module Two: Elements of Good Web Design

- Web Quest

Module Three: The Markup

- HTML and CSS

Module Four: advance CSS

- Working with Layout
- Working with Images in CSS

Module Six: Site Management and Maintenance

- Finding a web host

Module Seven: Final Web Site

Teaching/Learning Methodology:

Lectures, demonstrations, discussions, hands-on work in computer labs, exercises, group work, access to resources via the internet and FanshaweOnline

Required Learning Resources:

Various sites on the Internet

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Final Web Site 30%

Personal Web Site 25%

Tests (2)	20%
Tools	<u>25%</u>
Total	100%

Note: the professor will post the test and assignment due dates, etc. on FanshaweOnline

MISSED EVALUATIONS:

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business Office (B2015).

Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the Testing Centre in A building.

A fee of \$35, (determined annually by the Registrar's Office) shall be paid at the Registrar's Office for this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

For missed evaluations worth less than 25% but more than 10% the same form must be filled out but no fee is to be paid.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

PLAGIARISM - Plagiarism is cheating and an appropriate penalty will be applied and a report will be placed in the student's file in conformance with College Policy 2-G-04 on cheating. Plagiarism (the intellectual dishonesty resulting from a student's failure to acknowledge indebtedness to sources used) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the Divisional Chair. Plagiarism includes, but is not limited to, submitting the same work to more than one professor for credit in different courses without prior written permission from the professors. Penalties shall range from failure of an assignment to possible failure of the course.

REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS – Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth more than 10%, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor, using the missed evaluation form available at the Lawrence Kinlin School office in B2015. This request must state the reason(s) for the absence.

For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

Alison Wiseman December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By: _____

Date:

January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

FINA-1031 -- FINANCIAL MANAGEMENT APPLICATIONS

Duration: 45 total course hours

Credit Units: 3.00

***NOTE:** The hours may vary.

This course is a prerequisite for:

NO COURSES

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

The purpose of this course is to give students an opportunity to understand and use the financial statements and reports of both unincorporated and incorporated small businesses, namely the Income Statement, Balance Sheet, Statement of Cash Flows, Pro Forma Statements and Cash Budgets. Students will perform analysis, prepare projections and improve their skills in the management of small business financial affairs.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Discuss the role of the non-financial manager in the financial health of an organization and articulate the difference between financial accounting and managerial accounting.
2. Describe the four major Financial Statements: Balance Sheet, Income Statement,

Statement of Retained Earnings and Cash Flow Statement with respect to service organizations, merchandising concerns and manufacturers.

3. Describe the role of amortization and inventory in reporting financial information.
4. Prepare Pro Forma Income Statements using Sales Projections and Projected Costs
5. Prepare Cash Budgets using Monthly Cash Receipts and Cash Payments
6. Prepare Pro Forma Balance Sheets using Pro Forma Income Statements and Cash Budgets
7. Define the difference between cash and income flow
8. Evaluate an organization's financial position through ratio and breakeven analysis
9. Recognize financial considerations relevant to small business

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	achievement of goals.			
10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Detailed Content:

WEEK	CONTENT
Week 1	Introduction to Financial Management
Chapter 2	Income Statement – Unincorporated and Incorporated Businesses Excel application
Week 2	Income Statement – Service Business and Product Business – Cost of Goods Sold
Chapter 2	Excel application
Week 3	Balance Sheet and Statement of Retained Earnings
Chapter 2	Excel application
Week 4	Cash Flow Statement
Chapter 2	Excel application Begin Comprehensive case
Week 5	Introduction to Financial Forecasting
Chapter 4	Proforma Income Statement Proforma Balance Sheet Excel Application
Week 6	Sales Projections and Projected Costs
Chapter 4	Monthly Cash Receipts and Payments

	Cash Budget Excel Application
Week 7 Chapter 4	Proforma Statements, Cash Receipts and Cash Payments, Cash Budget: Revisited Review of Financial Statements Excel application
Week 8	Mid Term Test
Week 9 Chapter 3	Introduction to Financial Analysis Ratios Excel Application
Week 10 Chapter 3	Ratio and Trend Analysis Excel Application
Week 11 Supplemental Resources	Understanding Margins Breakeven Analysis Excel Application
Week 12 Supplemental Resources	Other Small Business Financial Issues Make or Buy Decisions Credit Policies Excel application
Week 13 Supplemental Resources	Business Valuation Excel application
Week 14	Review Completion of Comprehensive Case
Week 15	FINAL EXAM

Teaching/Learning Methodology:

Course Information Sheets BEN1

1	Lecture, demonstration, discussion of course material	30%
2	Individual in class problem solving and discussion	20%
3	Group problem solving and case discussion	20%
4	Excel assignments done outside of class	30%

The student is required to do the necessary reading in the textbook.

Attendance, participation, and completion of assignments are crucial to the success in this course.

Weekly assignments must be completed by the student in class prior to submission for grading in the lab.

Difficulties in any of these areas should be explained to the instructor.

Required Learning Resources:

Recommended Textbook: *Financial Management Applications - A Primus Text* - Excerpt from Foundations of Financial Management - 7th Canadian edition - Block, Hirt, Short (Chapter 2, 3, and 4)

Other: Web links and other resources supplied by instructor

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Mid Term Test	25%
Weekly Lab Assignments	25%
Comprehensive Case	25%
Final exam	<u>25%</u>
TOTAL	100%

MISSED EVALUATIONS

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Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the Testing Centre in A building.

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For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5

D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

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REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

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Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS – Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

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For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

John Trembley December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By:

Date:

January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY

KINLIN SCHOOL OF BUSINESS

January 2010

FINA-1037 -- TAXATION

Duration: 45 total course hours

Credit Units: 3.00

***NOTE:** The hours may vary.

This course is a prerequisite for:

NO COURSES

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

Designed to provide students with an understanding of the objectives, principles and administration of income taxation in Canada, this course covers employment, business, property, capital gains, other income, deductions, tax credits and the calculation of taxes payable for individual residents in Canada. Upon successful completion of the course, the student will be able to prepare personal income tax returns using commercial software.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Explain and apply concepts, principles and procedures associated with income tax compliance
2. Demonstrate a solid working knowledge of the components of the T1 General and apply the knowledge to practical situations to demonstrate comprehension

3. Identify, analyze, interpret and evaluate tax situations using in-depth knowledge of income tax terminology and general tax concepts regarding the various sources of income, allowable deductions, non-refundable and refundable tax credits and clawback provisions
4. Apply income tax principles regarding taxable and non-taxable benefits in practical situations to demonstrate solid comprehension
5. Apply income tax principles regarding allowable and non-allowable business expenses in practical situations to demonstrate solid comprehension
6. Generate complete T1 general tax returns with related schedules for sample taxpayers using Profile tax preparation software

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Execute mathematical operations accurately.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10.	Manage the use of time and other resources to complete projects.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Detailed Content:

Week	Topic/Content	Assignments
1	Introduction to course Demonstrate paper-based T1 return Lab Demonstration	Review T1 General Guide and Forms Package
2	Income Tax Administration Requirement to file Residency Lab Demonstration	Residency Assignment T1 Lab Assignment #1 Review PPT slides and T1 General Guide
3	Introduction to Employment Income Automobile Benefits Security Option Benefits Lab Demonstration	Employment Income Exercises 1-6 T1 Lab Assignment #2 Review PPT slides and IT Bulletins
4	Employment Income Continued Taxable and Non-Taxable Benefits Lab Demonstration	Employment Income Exercises # 7,8,9 Calculation of employment income including taxable benefits and completion of the T4 slip T1 Lab Assignment #3 Review PPT slides and IT Bulletins
5	Income from Property Dividend Income Interest Income Rental Income Lab Demonstration	T1 Lab Assignment #4 Review PPT slides and Rental Guide
6	Taxable Capital Gains Self-Employment (Business, Professional, Farming, Fishing Income) Lab Demonstration	T1 Lab Assignment #5 Review PPT slides, Business Income Guide and Guide for Small Business CRA web reference

7	Other Income Non-Taxable Income Lab Demonstration	T1 Lab Assignment #6 review PPT slides and T1 General Guide
8	Test #1 Theory	Friday of Week 8
9	Deductions to arrive at Net Income Lab Demonstration	T1 Lab Assignment #7 Review PPT slides and T1 General Guide T1M Moving Expenses T2207 Child Care Expenses CRA web references
10	Deductions to arrive at Taxable Income Calculation of Net Federal tax Non-Refundable Tax Credits - Schedule 1 Lab Demonstration	T1 Lab Assignment #8 Review PPT slides and T1 General Guide CRA web references
11	Calculation of Provincial and Territorial Taxes Refundable Tax Credits and Installments Refund or Balance Due Other Administrative Matters: Concept of Tax Planning Return Filing Dates Income Tax Penalties Objections and Appeals Lab Demonstrations	T1 Lab Assignment #9 Review PPT slides and T1 General Guide CRA web references
12	Marginal Tax	T1 Lab Assignment #10 (comprehensive) Review PPT slides and T1 General Guide CRA web references
13	Test # 2 Theory	T1 (comprehensive) Lab
14	Review	T1 (comprehensive) Lab
15	EXAM WEEK	Final Test in Lab (Comprehensive T1 Return)

Teaching/Learning Methodology:

1. Lecture and discussion of course material 20%
2. Individual in-class problem solving and discussion 20%
3. Group problem solving including discussion 20%
4. Tax preparation software lab assignment problems 40%

Total 100%

Required Learning Resources:

Required Textbook: Resources supplied by instructor and Canada Revenue Agency

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Test	Content	% of Final Grade
1	Weeks 1 to 8	25%
2	Weeks 9 to 13	25%
	Weekly Lab Assignments	25%
FINAL EXAM	Completion of comprehensive tax return in Lab	25%
	TOTAL	100%

MISSED EVALUATIONS:

A student must inform the instructor Prior to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business (B2015).

Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the testing Centre in A building.

A fee of \$35, (determined annually by the Registrar's Office) shall be paid at the Registrar's Office for this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

For missed evaluations worth less than 25% but more than 10% the same form must be filled out but no fee is to be paid.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A

I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

PLAGIARISM - Plagiarism is cheating and an appropriate penalty will be applied and a report will be placed in the student's file in conformance with College Policy 2-G-04 on cheating. Plagiarism (the intellectual dishonesty resulting from a student's failure to acknowledge indebtedness to sources used) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the Divisional Chair. Plagiarism includes, but is not limited to, submitting the same work to more than one professor for credit in different courses without prior written permission from the professors. Penalties shall range from failure of an assignment to possible failure of the course.

REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

MISSED EVALUATIONS – Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is

expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth more than 10%, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor, using the missed evaluation form available at the Lawrence Kinlin School office in B2015. This request must state the reason(s) for the absence.

For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

A. Wiseman December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found

on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By:

Date:

January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY INFORMATION TECHNOLOGY

January 2010

LAWS-3018 -- ETHICS AND LAW

Duration: 45 total course hours

Credit Units: 3.00

***NOTE:** The hours may vary.

This course is a prerequisite for:
NO COURSES

Prerequisite(s) for this course:
NO COURSES

Co-requisite(s) for this course:
NO COURSES

Course Description:

An examination of the principles of Canadian business law with a focus on commercial purchasing issues including contract, personal and commercial liability and fiduciary obligations.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Recognize areas of the law relevant to specific situations in business.
2. Identify types of problems inherent in the business environment primarily how they relate to purchasing.
3. Define legal terms that are specific to the particular areas examined.
4. Analyze and apply relevant statute and precedent case law to specific factual situations and identify appropriate legal remedies.

5. Perform basic legal research through analysis of statute law and case studies.
6. Participate in group discussions and problem solving activities.

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Detailed Content:**INTRODUCTION TO THE LAW & THE LEGAL SYSTEM**

Definition of Law, Ethics & Functions in Society

Sources of Law - Common Law; Statutes & Regulations

Constitution Act - Charter of Rights & Freedoms

Principles of Ethics and Ethical Decision Making

Alternative Dispute Resolution

· **TORTS**

Definition of Tort

Categories - Intentional & Unintentional (Negligence)

· **INTRODUCTION TO CONTRACT LAW**

Formation of a Contract - Essentials

CAPACITY, CONSIDERATION, CONSENSUS, INTENTION, IN WRITING, LEGALITY

· **GROUND FOR IMPEACHING A CONTRACT**

Mistake, Misrepresentation, Undue Influence and Duress

· **DISCHARGE OF A CONTRACT**

· **FAMILY LAW**

· **AGENCY**

Agency Relationship - Formation with or without a Contract

Actual & Apparent Authority

Rights & Responsibilities of the Parties

Powers of Attorney

· **THE EMPLOYMENT CONTRACT & COLLECTIVE BARGAINING**

Definition of Employee

Rights & Responsibilities of Employer/Employee

Legislation - Provincial & Federal Statutes

Employment Standards Act; Health & Safety; Employment Insurance

Unions & Collective Bargaining

Professional Services, Codes of Conduct, Self-Regulation

· **SALE OF GOODS ACT**

Terms, Title to Goods, Remedies of the seller and buyer

· **INSURANCE CONTRACT**

Special Types of Insurance Contract - Terminology

Rights & Obligations

Exclusions

- LEASING AND BAILMENT

Types of leases - Chattel lease

Rights of the parties

Liability of bailee/bailor

- PRIORITY OF CREDITORS

Methods of Securing Debt - Security Devices

Legislation - Personal Property Security Act (PPSA)

Bankruptcy Process - Bankruptcy & Insolvency Act

- SOLE PROPRIETORSHIPS

Legislation, liability

- PARTNERSHIPS

Agency, fiduciary obligations, liability

- CORPORATIONS

Nature and formation of a corporation

Internal affairs of a corporation

External responsibilities of a corporation

Teaching/Learning Methodology:

Lecture and discussion will be used to introduce topics in the course curriculum. Case law will be introduced to highlight significant principles of the law. Students are expected to read the textbook, attend classes, take notes and successfully complete tests and assignments.

Required Learning Resources:

CANADIAN BUSINESS AND THE LAW, 3rd EDITION

AUTHORS- DUPLESSIS, ENMAN, GUNZ & OBYRNE

PUBLISHER - NELSON

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

There will be three tests administered in regular class hours. Test format will be multiple choice and true/false questions.

Test #1 35%

Test #2 40%

Test #3 25%
Total 100%

To achieve a college credit students must obtain at least a 50% average mark on the quizzes, assignments, and tests administered by your instructor.

Upgrades

This course is NOT upgradeable as per college policy 2-C-04

Missed Evaluations

It is expected that all students will write course evaluations (tests, quizzes, exams) on the scheduled deadline.

If a student misses an evaluation due to exceptional circumstances (e.g. serious illness, bereavement) an opportunity may be provided to reschedule the evaluation. Whenever possible, prior notification must be given to the instructor. Immediately upon return to the College the student must fill out a Missed Evaluation Form available from the School of Information Technology Office in G3001 and submit the form to the instructor for approval. The student must state the reason for the absence and submit any documentation to support their request (e.g. doctor's note, bereavement notice). For an evaluation worth 25% or more, a fee will be charged to cover the administration costs of rescheduling the examination. This fee will be set annually by the Office of the Registrar.

All rescheduled evaluations that do not require specialized facilities, such as computer labs, will be completed in the College's Testing Centre (see Missed Evaluation Form for room numbers). Proof of payment must be presented to the invigilator at the Testing Centre before being allowed to write the evaluation.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5

C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

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REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Prepared By: Frank Vanderkuyl, December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/ssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - See College Policy 2-G-04

Student Code of Conduct Policy - See College Policy 2-G-01

Respectful College Community Policy - See College Policy 1-B-46

Authorized By:

Date:

January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

MGMT-3053 -- SUPERVISORY MANAGEMENT

Duration: 45 total course hours

Credit Units: 3.00

***NOTE:** The hours may vary.

This course is a prerequisite for:
NO COURSES

Prerequisite(s) for this course:
NO COURSES

Co-requisite(s) for this course:
NO COURSES

Course Description:

In this course students will have a clear understanding of the management skills needed by first line supervisors and small business owners with employees. Topics include: staffing, performance management, current workplace legislation, orientation and training, conflict, diversity, termination, and personal development of supervisory skills.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Demonstrate an understanding of the nature of supervision including the roles supervisors are expected to play, the environment in which supervisors work, and the competencies they are expected to possess and use

2. Describe the Recruitment and Selection process and the use of job descriptions in the process
3. Demonstrate the skill to conduct an effective interview and understand the preparation involved in ensuring its effectiveness
4. Describe current workplace legislation and their impact on all supervisory functions including; Labour Standards Act, Human Rights, and Occupational Health and Safety
5. Apply current workplace legislation to a relevant business context
6. Identify the characteristics of an effective orientation and training plan
7. Develop both an orientation and training plan specific to a relevant business context
8. Formulate a personal development plan based on self assessment data from a variety of sources
9. Develop the skill to conduct both group and one on one meetings
10. Demonstrate an understanding of the different methods of communication, the barriers to its effectiveness, different communication techniques that enhance communication, and the importance of effective communication
11. Analyze how key issues involved in following: performance appraisal ratings, motivating employees, managing conflict, and disciplinary concerns, and understand how supervisor's behaviour, attitude and actions can impact this process
12. Identify all phases of the performance management process including: the identification of performance goals and standards, employee feedback and coaching, and appraising the employee's performance
13. Practice the performance management process in a relevant business context
14. Explain the termination process including: reasons for termination, legislative considerations and the termination interview
15. Discuss the function and impact of planning on the supervisor's role

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6.	Locate, select, organize and document information using	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

	appropriate technology and information systems.			
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.	Manage the use of time and other resources to complete projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Detailed Content:

WK	In Class	Online
1	Course Introduction <u>Chapters 1 and 10</u> - The Supervisor's Role - Communication and the Supervisor	Quiz Ch 1 Quiz Ch 10
2	<u>Chapters 15 and 3</u> - Self Awareness and The Impact on Supervisory Effectiveness - Planning and Goal Setting	Quiz Ch 15 Quiz Ch 3 PDP Assignment Dropbox Activity Self Assessment #1
3	<u>The Ontario Human Rights Code</u> - What supervisors and small business owners need to know	Group Assignment Dropbox Activity #1
4	<u>Chapter 4</u>	Group Assignment

	- Recruitment, Selection, and Retention	Dropbox Activity #2
5	Workplace Legislation	Group Assignment Dropbox Activity #3
6	<u>Chapter 5</u> - Orientation	Quiz Ch 5 Group Assignment Dropbox Activity #4
7	<u>Chapter 7</u> - Training	Quiz Ch 7
8	Mid Term Exam	PDP Assignment Dropbox Activity Self Assessment #2
9	<u>Chapter 6</u> - Performance Management - The Performance Appraisal	Quiz Ch 6 Group Assignment Dropbox Activity #5
10	<u>Chapter 8</u> - Motivation and Coaching	Quiz Ch 8 PDP Assignment Dropbox Activity Self Assessment #3
11	<u>Chapter 2</u> - Leadership - Team work, Empowerment & Delegation	Quiz Ch 2 PDP Assignment Dropbox Activity Self Assessment #4
12	<u>Chapter 9</u> - Dealing with Conflict and Building a Positive and Productive Work Environment	Quiz Ch 9 PDP Assignment Dropbox Activity Self Assessment #5
13	<u>Chapter 11</u>	Quiz Ch 11

	- Difficult Workplace Situations, Discipline, and Termination	
14	Review	Due - Final PDP Summary
15	Final Exam	

LATE ASSIGNMENTS:

Students are expected to hand in ALL assignments to the course professor on the due date at the beginning of class. Neither the course professor, nor any College staff, can be held responsible for assignments turned in to the School's office. No make-ups for assignments or in-class work will be permitted **except under exceptional circumstances and with permission of the course professor**. No late assignments will be permitted except in the case of an emergency. In this case the instructor may grant an extension or a make-up provided that proper documentation is provided. Opportunities for upgrading an "I" cannot be assumed; exceptional cases may be resolved in consultation with the instructor.

Teaching/Learning Methodology:

Blended delivery; both in class and on line
Case Studies
Lecture
Video
Guest Speaker
Group Work
Off Campus Tours

Required Learning Resources:

Cassidy, Carlene Supervision: Setting People Up for Success 1st edition SouthWestern, 2010.

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Assignment	Total Grade
Mid Term Exam	20%

Final exam	25%
Online Quizzes	10%
In Class Skills Practice Demonstrations	10%
Group Assignment - Hr Plan	20%
Individual Personal Development Assignment	15%
Total	100%

See Policy 2-C-02 for the details on the Administration of Rescheduled Evaluations.

Missed Evaluations

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided upon prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth 25% or more was missed, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor. This request must state the reason(s) for the absence and be accompanied by appropriate supporting documentation. A form is available in the Lawrence Kinlin School of Business Office (B2015).

Rescheduled opportunities should be provided as soon as possible after the original date, depending on the circumstances. Most rescheduled examinations will be offered in the Testing Centre in A building.

A fee of \$35 (determined annually by the Registrar's Office) shall be paid at the Registrar's Office for this rescheduling opportunity. The Registrar will provide a receipt to the student after the fee is paid. This receipt must be presented by the student to the Testing Centre before the student will be allowed to write the rescheduled examination.

For missed evaluations worth less than 25% but more than 10% the same form must be filled out but no fee is to be paid.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

This course is NOT upgradeable under college policy 2-C-04

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5
C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

PLAGIARISM - Plagiarism is cheating and an appropriate penalty will be applied and a report will be placed in the student's file in conformance with College Policy 2-G-04 on cheating. Plagiarism (the intellectual dishonesty resulting from a student's failure to acknowledge indebtedness to sources used) is a serious academic offence that shall result in appropriate penalties, to be determined at the

discretion of the course professor in consultation with the Divisional Chair. Plagiarism includes, but is not limited to, submitting the same work to more than one professor for credit in different courses without prior written permission from the professors. Penalties shall range from failure of an assignment to possible failure of the course.

REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

Turnitin.com

As part of Fanshawe College's commitment to fostering excellence in student assignments, this course may require students to submit their papers to Turnitin.com. This Web service is designed to help students understand the importance of identifying borrowed work in their essays, and how to correctly cite research sources. Instructions for how to use Turnitin.com will be provided by the professor, and additional information is available at www.Turnitin.com.

Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this course.

Plagiarism Statement:

Plagiarism (the intellectual dishonesty resulting from a student's failure to acknowledge indebtedness to sources used) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the divisional chair. Plagiarism includes submitting the same work to more than one professor for credit in different courses without prior written permission from the professors. Penalties shall range from failure of an assignment to possible failure of a course. Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments. It is recommended that students consult the Policy on Plagiarism published by the School of Language and Liberal Studies.

Educational Technology:

This course requires regular computer use. Students must use word-processing when creating written assignments. Hand-written or typed assignments will not be accepted. Students should also expect to be asked to conduct some research on the Internet, and know how to properly document their Internet resources. There may also be a requirement to use e-mail to submit assignments, and communicate with the professor and other students on-line. Portions of this course may be delivered entirely on-line using Fanshawe Online (FOL) or similar Web-based Programs. There will be no additional costs to the students for the use of Fanshawe Online (FOL) or similar programs.

Electronic Communication:

This course requires access to electronic resources such as e-mail and the Internet (see the "Detailed Content" section of your course outline for more details on how these electronic

resources will be used). All students registered in this course must have active e-mail accounts. Fanshawe College provides access to www.FanshaweOnline.ca (the student website portal) and to personal computers at many sites within the College. If you have any concerns about meeting requirements, contact your professor or the Connect Resource Centre in E2030.

MISSED EVALUATIONS - Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Immediately upon return from the absence during which an evaluation worth more than 10%, the student is responsible for submitting a written request for a rescheduling opportunity to the course Professor, using the missed evaluation form available at the Lawrence Kinlin School office in B2015. This request must state the reason(s) for the absence.

For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

M. White December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

Student Success Advisors are available to assist students with academic concerns or other problems they may face while at Fanshawe. They can either assist you directly, or refer you to the appropriate resource on campus to get the help you need. Contact information for your Student Success Advisor can be found on the Web at <http://www.fanshawec.ca/EN/sssa/14317/advisors.asp>.

Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By:

Date:

January 2010

STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
KINLIN SCHOOL OF BUSINESS

January 2010

MKTG-3007 -- SELLING FUNDAMENTALS

Duration: 60 total course hours

Credit Units: 4.00

***NOTE:** The hours may vary.

This course is a prerequisite for:

MGMT-5008

ADVANCED SELLING TECHNIQUES

Prerequisite(s) for this course:

NO COURSES

Co-requisite(s) for this course:

NO COURSES

Course Description:

A course to demonstrate skills of selling such as: awareness of buyer behaviour, ability to organize an effective sales presentation, ability to present an effective sales presentation and comprehension of skills and attitudes essential to the successful salesperson.

Vocational Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Explore the career opportunities available in selling and related fields
2. Analyze and explain the importance of developing mutually rewarding relationships in selling and related fields
3. Explain the need to acquire and maintain a thorough knowledge of your company, your

- product, your prospect and your competition
4. Demonstrate the basic theories that relate to human motivation, and the role a sales consultant occupies in the need satisfaction process
 5. Create and be able to apply persuasive communication strategies
 6. Develop basic strategies that relate to management of self and others
 7. Plan and execute a sales presentation, taking into account all skills acquired from this course
 8. Demonstrate the importance of follow-up and service resulting in account penetration and improved sales

Essential Employability Skills Learning Outcomes:

Essential Employability Skills Learning Outcomes		Taught	Reinforced	Assessed or evaluated
1.	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Respond to written, spoken or visual messages in a manner that ensures effective communication.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	Execute mathematical operations accurately.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	Apply a systematic approach to solving problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Use a variety of thinking skills to anticipate and solve problems.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Locate, select, organize and document information using appropriate technology and information systems.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Analyze, evaluate and apply relevant information from a variety of sources.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Show respect for the diverse opinions, values, belief systems and contributions of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9.	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10.	Manage the use of time and other resources to complete projects.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	Take responsibility for one's own actions, decisions and consequences.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Detailed Content:

PART I - SELLING AS A PROFESSION

CHAPTERS

- 1 - The Life, Times, and Career of the Professional Salesperson
- 14- Retail, Business, Services and Nonprofit Selling

PART II - PREPARATION FOR RELATIONSHIP SELLING

CHAPTERS

- 2 - Social, Ethical and Legal Issues Awareness
- 3 - The Psychology of Selling: Why People Buy, What People Buy
- 4 - Communication for Successful Selling
- 5 - Sales Knowledge, Customers, Products, Technologies

TEST # 1

PART III - THE RELATIONSHIP SELLING PROCESS

CHAPTERS

- 6 - Prospecting - The Lifeblood of Selling
- 7 - The Preapproach
- 8 - The Approach - Begin Your Presentation Strategically
- 9 - The Presentation-Elements of Effective Persuasion
- 10 - Objections - Address Your Prospect's Concerns
- 11 - Closing - The Beginning of a New Relationship
- 12 - Follow-up - Providing Ongoing Service for Customer Relation

TEST # 2

Teaching/Learning Methodology:

- Lecture (30%)
- Class discussions & role play (20%)
- In-class exercises (20%)
- Preparing for and delivering a sales presentation (30%)

The student is required to do the necessary reading in the textbook.

Required Learning Resources:

TEXT: *ABC OF RELATIONSHIP SELLING*, Futrell, Valvasori, Fourth Canadian Edition.

McGraw Hill Ryerson

ISBN: 978-0-07-098493-X

Method Of Evaluation:

The final mark/grade for this course will be determined as follows:

Tests (2)	30%
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Assignments	20%
-------------	-----

Sales Presentation

- | | |
|------------------------|-----|
| • Interim Sales Report | 15% |
| • Sales Presentation | 25% |
| • Self-evaluation | 5% |
| • "Follow up" Report | 5% |

TOTAL	100%
--------------	-------------

Note: The components of the presentation are sequential and must be complete to move on to the next step.

Major Project Description:

The sales presentation builds toward a 20 minute sales meeting the student conducts with the professor. Knowledge and skills are built through class discussions, role plays, in-class assignments and tests. the student submits an interim report describing their sales presentation, receives feedback and then conducts the presentation. Following the presentation, the student prepares a self-evaluation as well as a follow up report based on the outcome of the sales meeting.

Attendance is important in the class, especially when sales presentations are shown in class.

Assignments will include, but are not limited to role plays, Act exercises, worksheets, speakers reports, fanshaweonline quizzes, etc.

MISSED EVALUATIONS:

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For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out but no fee is required.

The final grade for this course cannot be upgraded.

NOTE: Test and assignment due dates, etc. will be provided by the professor at the beginning of the course.

Consult the Program Division Policy for additional information on course evaluation and progression.

<u>Grade</u>	<u>Range</u>	<u>Comment</u>	<u>Grade Point</u>
A+	90-100	Distinguished	4.2
A	80-89		4.0
B+	75-79		3.5
B	70-74		3.0
C+	65-69		2.5

C	60-64		2.0
D+	55-59		1.5
D	50-54	Marginal	1.0
F	0-49	Unsatisfactory	0
P	greater than 50	Pass	N/A
I	N/A	Incomplete	N/A
N	N/A	No Credit Achieved	N/A
W	N/A	Withdrawn	N/A
X	N/A	Audit	N/A

CHEATING - All forms of cheating are considered an academic offence and the College has a clear policy on cheating. Please refer to Policy 2-G-04 on Fanshawe Online or in the Student Handbook.

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REWRITES - Students cannot make the assumption that any provision will be made by the professor to permit a student to rewrite failed assignments or tests.

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Additional Information:

Consult your Program Outline for information concerning the minimum passing grade needed for this

course.

MISSED EVALUATIONS – Winter 2010 Semester only

A student must inform the instructor PRIOR to the commencement of a normally scheduled examination or test that he/she will be absent from the examination/test. Failure to do so will result in a mark of zero for that examination/test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

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For the winter 2010 semester, rescheduling will be determined on a course by course basis. Arrangements for rescheduling will be communicated as soon as possible.

For the winter 2010 semester, there will be no fee paid for rescheduling.

These temporary changes are based on unusual community circumstances. Fanshawe's regular procedure for test rescheduling and fee payment will resume in the next regularly scheduled semester in your program.

For missed evaluations worth 10% or less, the make up of these evaluations is at the discretion of the professor. The request form must still be filled out.

Prepared By:

Dawn Rovers December 2009

The following applies for course offerings consistent with the Standard Academic Calendar:

Internal/External Course Credit Application Deadline

Applications for Internal/External Course Credit are available from the Office of the Registrar. Check college calendar for deadlines.

Course Add/Drop Deadline

You may withdraw from a course without academic penalty during the first 70% of the course duration. Application is made through the Office of the Registrar.

Academic Assistance

The primary resource for students experiencing difficulty with course material is the course professor. In addition, students who wish to attend study skills workshops or who require further assistance, can

contact the Learning Centre in A2019 (519 452 4265) for one-to-one tutoring from staff in math, physics, chemistry and English, or they can contact Counselling and Student Life in F2010 (519 452 4282) for information about receiving peer tutoring.

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Students who have been identified as having (or who wish to be assessed for) a specific learning disability, should contact Disability Services F2010 (519 452 4282) in Counselling and Student Life for information about available support services.

Re-taking a Course:

Subject to meeting any pre-requisite or co-requisite requirements, a student may retake a course. The second re-take must be approved by the Academic Manager or designate and will be granted based on extenuating circumstances and with recommended interventions such as counselling or a learning contract. Subsequent re-take opportunities will only be available as part of an overall success strategy developed in consultation with the student, program co-ordinator and the Academic Manager. The best grade achieved will be used in calculating the cumulative GPA.

Related Policies

Course Grade System - [See College Policy 2-C-04](#)

Prior Learning Assessment and Recognition - [See College Policy 2-A-10](#)

Evaluations - [See College Policy 2-C-02](#)

Academic Standing - [See College Policy 2-C-05](#)

Student Appeal of a Grade or Other Academic Decision - [See College Policy 2-G-02](#)

Academic Withdrawal and Termination - [See College Policy 2-C-06](#)

Academic Offences - [See College Policy 2-G-04](#)

Student Code of Conduct Policy - [See College Policy 2-G-01](#)

Respectful College Community Policy - [See College Policy 1-B-46](#)

Authorized By:

Date:

January 2010

H. Job Postings - BEN1

A significant proportion of the BEN1 graduates are expected to move directly into a family business or self-employment, and will not search for employment. The following job postings are examples of the types of jobs graduates of the BEN1 program will be able to apply for.

Some graduates will have the academic and/or experience background (e.g. technical qualifications, diploma or degree in other discipline) to qualify them for managing or consulting in more specialist positions.

Job Number: 4998461

Title: Sales manager (except retail and wholesale) (Mechanical Contracting)
(NOC: 0611)

Terms of Employment: Permanent, Full Time

Salary: \$50,000.00 Yearly for 40 hours per week, Commission

Anticipated Start Date: As soon as possible

Location: Toronto Centre, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 5 years or more

Languages: Speak English, Read English, Write English

Work Setting: Industrial services

Staff Responsibility: 1 - 20

Specific Skills: Plan, organize and direct daily operations, Establish and implement policies and procedures, Plan, develop and implement communications strategies, Respond to customer complaints, Evaluate markets, Negotiate large contracts, Maintain existing accounts and generate new accounts, Interact and communicate with corporate clients

Employer: 1656886 Ontario Inc

Job Number: 4985149

Title: Administrative Assistant (Project site Administration/Secretary) (NOC: 1411)

Terms of Employment: Permanent, Full Time, Day

Salary: To be negotiated

Anticipated Start Date: As soon as possible

Location: Kingston, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training

Experience: 3 years to less than 5 years

Languages: Speak English, Read English, Write English

Work Setting: Public sector

Business Equipment and Computer Applications: General office equipment, Electronic mail, Electronic scheduler, MS Word, Excel

Typing (Words Per Minute): Not required

Technical Terminology: Business, Engineering

Area of Specialization: Reports, Forms and records, Charts, tables, graphs and diagrams, Contracts, Correspondence

Specific Skills: Receive and forward telephone or electronic enquiries, Maintain and prepare reports from manual or electronic files, inventories, mailing lists and databases, Sort, process and verify applications, receipts and other documents, Process incoming and outgoing mail manually or electronically, Send and receive messages, Compile data, statistics and other information, Provide general information to clients and the public, Order supplies and maintain inventory, Photocopy and collate documents for distribution, mailing and filing

Work Conditions and Physical Capabilities: Fast-paced environment, Tight deadlines, Repetitive tasks, Combination of sitting, standing, walking

Transportation/Travel Information: Own transportation

Work Location Information: Urban area

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing, Significant use of memory, Finding information, Computer use

Other Information: Prepares invoices. Maintains customer files, technician licences, records & permits. Obtains new customer credit information. Handles accounts receivables. Types contracts, quotes

Employer: E.S. Fox Ltd.

Job Number: 4985222

Title: Construction estimator (Construction Estimator) (NOC: 2234)

Terms of Employment: Permanent, Full Time, Day, Evening

Salary: To be negotiated, Commission

Anticipated Start Date: As soon as possible

Location: Markham, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Driver's License

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Major Work Area: Estimating

Type of Experience: Residential, Commercial, Structural, Electrical, Mechanical, Architectural

Project Size Estimating Experience: 0 - \$100,000

Business Equipment and Computer Applications: Spreadsheets

Specific Skills: Prepare estimates of labour and material costs, Prepare bill of material, Prepare master format estimates (Class A), Prepare and maintain a directory of suppliers and contractors, Select sub-trades

Additional Skills: Read and interpret blueprints, drawings and specifications

Security and Safety: Bondable

Transportation/Travel Information: Own transportation

Work Conditions and Physical Capabilities: Fast-paced environment, Tight deadlines, Attention to detail, Ability to distinguish between colours

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Employer: Nova Decor Construction Ltd.

Job Number: 4969523

Title: Business consultant (Enterprise Centre) (NOC: 1122)

Terms of Employment: Permanent, Full Time

Salary: To be negotiated

Anticipated Start Date: As soon as possible

Location: Ottawa Centre, Ontario (2 vacancies)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training, Some university

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 3 years to less than 5 years

Languages: Speak English, Speak French, Read English, Write English, Write French

Area of Specialization: Business management

Work Setting: Not-for-profit organization

Security and Safety: Criminal record check

Essential Skills: Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing

Other Information: Small business background essential. Ability to provide business consultations to clients and facilitate seminars

Employer: National Capital Region YMCA-YWCA

Job Number: 5011302

Title: Logistics clerk, transportation (NOC: 1476)

Terms of Employment: Temporary, Full Time, Overtime, Weekend, Day, Evening

Salary: \$13.50 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Wodostock, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training

Experience: 3 years to less than 5 years

Languages: Speak English, Read English, Write English

Specific Skills: Compile records, Prepare operating reports

Security and Safety: Bondable

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail, Large workload

Employer: The People Bank a division of Design Group Staffing Inc. (Placement Agency)

Job Number: 4999628

Title: Special events co-ordinator (Marketing & Events Coordinator) (NOC: 1226)

Name: Ontario Job Creation Partnerships

Requirements: "Ontario Job Creation Partnerships" (JCP) is an employment program provided by Employment Ontario. To participate, you must be unemployed and meet one of the following conditions: have established a claim for Employment Insurance benefits or that the Employment Insurance benefit period ended within the past three years; or established a claim for Employment Insurance maternity or parental benefits and were paid benefits within the past five years, and are re-entering the labour force after having left it to care for newborn or newly adopted children.

Terms of Employment: Temporary, Full Time

Salary: \$423.00 Weekly for 35 hours per week

Anticipated Start Date: As soon as possible

Location: London, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Type of Experience: Special events

Work Experience: Tourism associations, Professional associations, Business, Community organization, Sports and entertainment facilities

Main Responsibility: Planning and management, Co-ordination

Planning and Management Skills: Promote conference and meeting services or special events, Develop marketing and communication plans, Develop media strategies and public relations activities, Prepare, present and manage budgets, Develop sponsorship, partnership or fundraising programs, Solicit event donors, Determine requirements for hospitality services, signage, multi-media equipment, printing and other technical services, and arrange for and manage contracts for these services, Plan schedules, goals and objectives, Research and design special events programs, Plan for social events and guest programs, Develop policies and procedures and attend to other management responsibilities, Prepare final financial and other reports, Manage Event Logistics, Identify human resources requirements

Additional Skills: Recruit and supervise volunteers

Business Equipment and Computer Applications: Spreadsheet software, Word processing software

Work Conditions and Physical Capabilities: Attention to detail

Transportation/Travel Information: Valid driver's licence

Other Languages: German, Spanish

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Other Information: Organize events for the German Canadian Club and Canadian Latin American Association of London.

Employer: German Canadian Club

Job Number: 4994226

Title: Business methods analyst (Inside Sales Coordinator) (NOC: 1122)

Terms of Employment: Permanent, Full Time, Day

Salary: \$40,000.00 to \$55,000.00 Yearly for 40 hours per week, Other Benefits, Medical Benefits, Dental Benefits, Group Insurance Benefits

Anticipated Start Date: As soon as possible

Location: Cambridge, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not applicable, Not required

Experience: 3 years to less than 5 years

Languages: Speak English, Read English, Write English

Area of Specialization: Business management

Work Setting: Private sector

Management Consultant Specific Skills: Propose improvements to methods, systems and procedures

Advertising and Marketing Consultant Specific Skills: Assess characteristics of products or services to be promoted, Advise clients on advertising or sales promotion strategies

Work Location Information: Urban area

Employer: Applicants Inc. (Placement Agency)

Job Number: 4978411

Title: Business management analyst (IEX Specialist- Scheduler) (NOC: 1122)

Terms of Employment: Permanent, Full Time, Overtime, Weekend, Day, Night, Evening

Salary: To be negotiated, Medical Benefits, Dental Benefits, Life Insurance Benefits, Group Insurance Benefits, Vision Care Benefits

Anticipated Start Date: As soon as possible

Location: Oshawa, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Some college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 2 years to less than 3 years

Languages: Speak English, Speak French, Read English, Read French, Write English, Write French

Area of Specialization: Organizational analysis, Operations management

Security and Safety: Criminal record check

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail, Large workload

Transportation/Travel Information: Willing to travel, Willing to travel overnight, Travel expenses paid by employer

Business Equipment and Computer Applications: Windows, General office equipment, Electronic Mail, Electronic scheduler, Word processing software, MS Word, Spreadsheet software, MS Excel, MS PowerPoint, Internet browser

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Other Information: Must Have Skills: Minimum of 2 years in a call centre/call centre support environment. Expert knowledge of forecasting, scheduling with IEX workforce mgmt software. Bilingualism an asset

Employer: IQT, LTD

Job Number: 4977685

Title: General contractor (NOC: 0711)

Terms of Employment: Permanent, Full Time

Salary: To be negotiated

Anticipated Start Date: As soon as possible

Location: Mississauga, Ontario (5 vacancies)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Construction Trade Certification, Driver's License

Experience: 5 years or more

Languages: Speak English, Read English, Write English

Type of Establishment/Work Setting Experience: Residential construction, Commercial construction

Human Resources Responsibility: 1 - 20

Budgetary Responsibility: 0 - \$100,000

Specific Skills: Plan, organize, direct and control daily operations, Prepare and submit construction project budget estimates, Plan and prepare construction schedules and milestones and monitor progress, Prepare contracts and negotiate revisions, changes and additions to contractual agreements, Establish and implement policies and procedures for quality control, Select trade subcontractors and co-ordinate their activities, Oversee analysis of data and information, Plan and manage budgets, Direct the purchase of building materials and land acquisitions, Develop and implement quality control programs

Security and Safety: Bondable, Criminal record check, Driver's validity license check

Own Tools/Equipment: Hard hat, Steel-toed safety boots, Cellular phone

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail, Combination of sitting, standing, walking, Large caseload

Transportation/Travel Information: Valid driver's licence

Work Location Information: Various locations

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Employer: The Ron Boyko Group Inc.

Job Number: 4975225

Title: Web designer (NOC: 2175)

Terms of Employment: Permanent, Full Time

Salary: To be negotiated

Anticipated Start Date: As soon as possible

Location: Ottawa West, Ontario (1 vacancy)

Skill Requirements:

Education: Not applicable, Not required

Credentials (certificates, licences, memberships, courses, etc.): Not applicable, Not required

Experience: No experience

Languages: Speak English

Other Information: Hourly rate request in subject line. Knowledge: Yahoo Small Business Solutions Asset; Online Store; Site Easy to Change Around After Complete; Use of Navigation Bars; French English Other Lang. Asset.

Employer: Triple ABC

Job Number: 4972236

Title: Account manager - sales (Small Business Web Solutions Salesperson) (NOC: 0611)

Terms of Employment: Permanent, Full Time, Day

Salary: To be negotiated, Bonus, Commission, Mileage Paid, Dental Benefits, Life Insurance Benefits, Vision Care Benefits

Anticipated Start Date: As soon as possible

Location: Windsor, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 5 years or more

Languages: Speak English, Read English, Write English

Work Setting: Business services, Information technology, Private sector

Business Equipment and Computer Applications: Electronic mail, Word processing software, Presentation software

Staff Responsibility: Not required

Area of Specialization: Sales, Marketing, Communication

Specific Skills: Plan, organize and direct daily operations, Advise senior management, Generate ideas for products / services development, Evaluate markets, Deliver presentations on products / services, Conduct site visits, Conduct sales blitzes, Participate in trade shows, Ability to make cold calls, Contact various businesses and organizations to recruit teams

Own Tools/Equipment: Computer, Printer, Internet access, Cellular phone

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail

Transportation/Travel Information: Own transportation

Work Location Information: Work from home

Essential Skills: Reading text, Numeracy, Writing, Oral communication, Critical thinking, Finding information

Other Information: Applicants must have demonstrated understanding of the web, web design, and/or web solutions. Sales in web preferred

Employer: Nova Vista Strategy Group Inc.